

RADIO
ANNUAL

TELEVISION
YEAR BOOK

1956

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- ★ Special Consult-
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- ★ The man who
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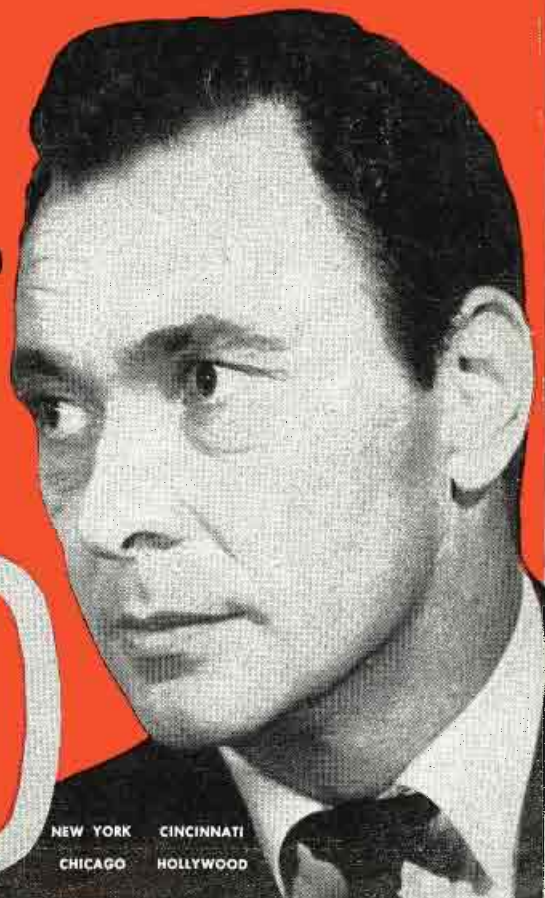
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is his way
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CHICAGO

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HOLLYWOOD





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RADIO DAILY
TELEVISION DAILY

Presents

1956

Radio

Annual

NINETEENTH ANNUAL EDITION

JACK ALICOATE

Editor-in-Chief

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Men
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Grove Laboratories and its agency, Harry B. Cohen Advertising Company, are Sold on Spot as a basic advertising medium.

As the weather turns cold in various sections of the country, Grove Laboratories puts a substantial part of its advertising budget for 4 Way Cold Tablets into Spot Television and Spot Radio.

This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at low cost in selected key



Left to right: GENE K. FOSS, Vice President in charge of Advertising, Grove Laboratories, Inc. JAMES H. GROVE, President, Grove Laboratories, Inc. HARRISON MULFORD, JR., TV Representative, NBC Spot Sales. HARRY B. COHEN, President, Harry B. Cohen Advertising Co., Inc.

markets, and has helped make 4 Way the largest selling cold tablet in the United States.

Spot can do the same for you on stations represented by NBC Spot Sales in 14 major markets, accounting for 48% of the nation's retail sales.



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KRCA, Los Angeles
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KSD-TV, St. Louis
WRC-TV, Washington, D. C.
WBUF-TV, Buffalo
KOMO-TV, Seattle
KOA-TV, Denver
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NBC WESTERN RADIO NETWORK

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

AP

FOR

RADIO and TELEVISION

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

Foreword

FROM crystal sets to the modern compact transistor receivers, radio has come a long way since the broadcast of Arlington time signals over KDKA more than 30 years ago. The same is true of station expansion, programming, advertising techniques and all that goes to make radio the most widely used medium in the nation today.

IN A measure this is the story of the advances of Radio Annual. Today this comprehensive, fact packed volume, is dramatic documentation of broadcasting's advances. It represents the composite thinking of a lot of experts and the untiring efforts of a specialized editorial staff. Radio's chronological story from its inception is faithfully recorded and the tremendous advances of television fill sections of the Book.

WE RECOMMEND this volume to you for it is your book in every sense of the word. If it were not for the fine cooperation of all segments of the industry this 1956 edition would not have been possible.

JACK ALICOATE
Editor-in-Chief

NBC-TV NETWORK
SATURDAYS
8:00 TO 9:00 P.M. EST



**THE
PERRY COMO
SHOW**



Director
GENERAL ARTISTS CORPORATION

NEW YORK - CHICAGO
BEVERLY HILLS - CINCINNATI - DALLAS - LONDON

EDITORIAL

1956

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"9 P.M. B-U-L-O-V-A

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WATCH
TIME"



*The first commercial announcement ever made on television — 2 P.M., July 1, 1941, over WNBC, New York — was also sponsored by Bulova

This . . . the world's most famous commercial time signal was originated by Bulova way back in 1927! As the years went by, it became the announcement most familiar to the radio audience . . . just as today Bulova is seen by more people than any other product on television*. An average of 35,000,000 a night — 7 nights in the week!

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B · U · L · O · V · A

WATCH COMPANY, INC.

Bulova Park, N. Y.



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HARRY WISMER

Broadcasting and Telecasting

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United Press news programs for radio and television

BASIC NEWS	World News Roundup	Weekdays, 7 times; Sun., 4 times
	The World in Brief	Weekdays, 15 times; Sun., 18 times
	United Press Headlines	Weekdays, 7 times; Sun., 4 times
SPORTS	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Sizing Up Sports	Sunday
	Great Moments in Sports	Monday through Friday
	Sports at a Glance	Twice daily
FOR WOMEN	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
FARMING	R.F.D. Review	Monday through Saturday
	Daily Farm Market Survey	Monday through Saturday
	Rural Roundup	Monday through Friday
HUMAN INTEREST	United Press Almanac	Every day
	Flashback	Monday through Saturday
	Of Human Interest	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	Time Out	Monday through Friday
RECREATION	On the Record	Tuesday, Thursday, Saturday
	Let's Take a Trip	Monday, Wednesday, Friday
	Calling All Drivers	Tuesday, Thursday, Saturday
	In Movieland	Monday, Wednesday, Friday
	Hobby Time	Saturday
	Man About the House	Saturday
	Be a Sport	Saturday
COMMENTARY AND REVIEW	United Press News Analysis	Monday through Friday
	Today's United Press Commentary	Monday through Friday
	Names in the News	Monday through Friday
	Under the Capitol Dome	Monday through Friday
	Good Neighbors	Monday through Friday
BUSINESS, SCIENCE, RELIGION	Business World	Monday through Friday
	Weekly Business Review	Saturday
	Along Broadcast Row	Monday through Friday
	Today in Science	Monday through Friday
	Religious News	Saturday

1,700 stations from coast to coast receive from United Press an average of more than 50 news programs and news features every day—besides scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

PLUS The Sunday Show

A full hour of features—documentaries, news reviews, striking quotes, human interest and personality stories, comment on business, politics, government, foreign affairs, books, records, stage and screen, farming, fashions, home-making. Interspersed with musical recordings and announcer comment, the material is enough for a program block of at least two hours. All of this in addition to U.P.'s regular Sunday news dispatches.



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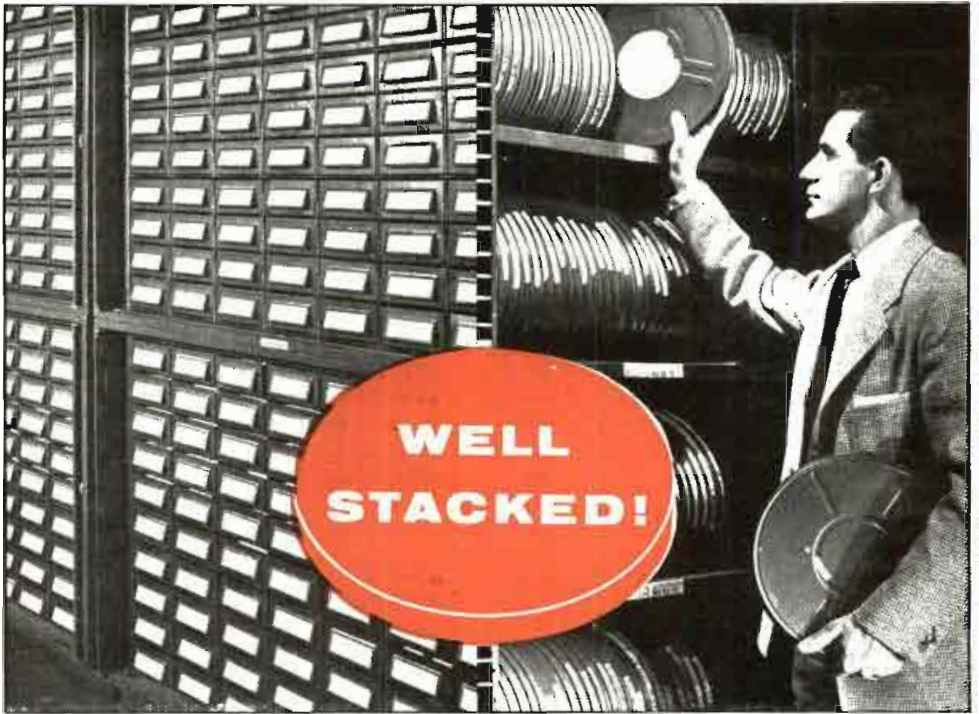
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MAX LIEBMAN

PRESENTS

Spectaculars

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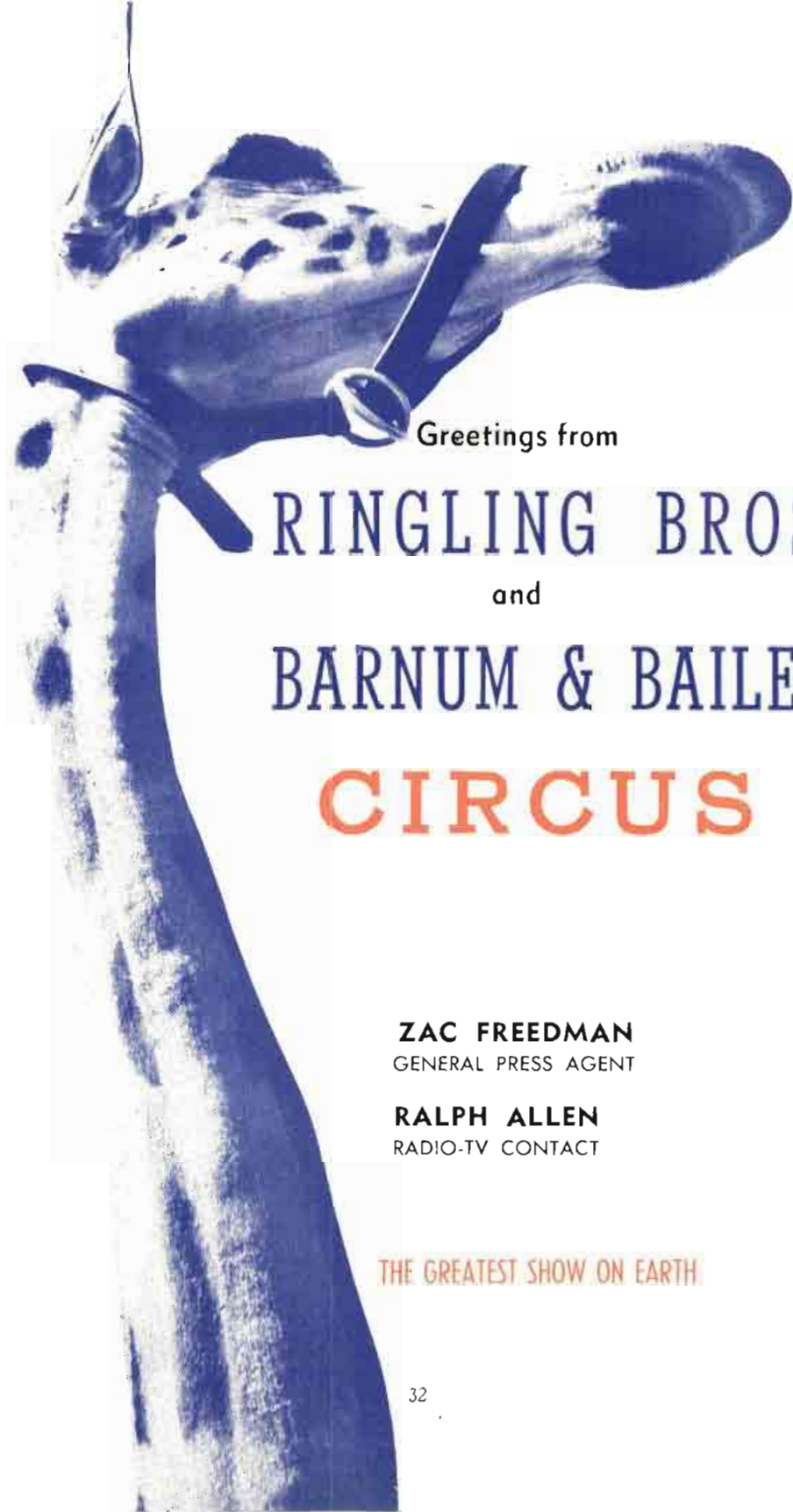
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Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

ZAC FREEDMAN
GENERAL PRESS AGENT

RALPH ALLEN
RADIO-TV CONTACT

THE GREATEST SHOW ON EARTH

Radio-Television Industry Scores First Over-Billion Dollar Year



Federal Communications Commission financial figures for radio and television revenues in 1954 show broadcasting to be a more than billion dollar industry—42 million more exactly. TV accounted for \$593 million in revenues; and radio for 449 million. The year 1954 also was the first year in which TV passed radio in total revenues. More than half of TV's total revenues were attributed to the four TV networks and their sixteen owned and operated stations.

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES 1953-1954

Service	1954	1953 (\$ Millions)	Percent Increase or (Decrease) in 1954
Total Broadcast Revenues			
Radio	\$ 449.5	\$475.3	(5.4)
Television	593.0	432.7	37.0
Industry Total	\$1,042.5	\$908.0	14.8
Total Broadcast Expenses			
Radio	\$ 407.7	\$420.3	(3.0)
Television	502.7	364.7	37.8
Industry Total	\$ 910.4	\$785.0	16.0
Broadcast Income (before Federal Income Tax)			
Radio	\$ 41.8	\$ 55.0	(24.0)
Television	90.3	68.0	32.8
Industry Total	\$ 132.1	\$123.0	7.4

¹Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 AM and AM-FM and 43 independent FM stations. 1953 data are for the same networks and 2,434 AM and AM-FM and 45 independent FM stations. 1954 TV data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

NETWORKS COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS 1953-1954

	1954 (\$ Millions)	1953
Broadcast Revenues		
AM	\$ 84.5	\$ 92.6
TV	306.7	231.7
Total	\$391.2	\$324.3
Broadcast Expenses		
AM	\$ 77.0	\$ 83.2
TV	270.2	213.7
Total	\$347.2	\$296.9
Broadcast Income (Before Federal Income Tax)		
AM	\$ 7.5	\$ 9.4
TV	36.5	18.0
Total	\$ 44.0	\$ 27.4

Note 1: AM data include the operations of 16 network-owned stations in 1953 and 1954.
Note 2: TV data include the operations of 16 stations in 1953 and 1954.



TRENDEX
NEW YEAR'S EVE
 1956
WRCA-TV
31.8 65.2%
 of total viewing audience

AMERICA'S #1 ORCHESTRA

GUY LOMBARDO

AND HIS ROYAL CANADIANS
#1 MUSIC SHOW!

Voted
"BEST NEW TV FILM MUSICAL SERIES"
Billboard's 3rd Annual TV Film Awards Competition

★ ★ ★ ★ ★

"Happy with the half hour Guy Lombardo Show on WRCA-TV, N. Y., A&P has expanded its coverage to include Birmingham, Atlanta, Jacksonville and Petersburg. . . The Lombardo Show won universal approval in New York; its appeal is to the entire family, which is what A&P is looking for."
Television Magazine, October, 1955

★ ★ ★ ★ ★

"Since taking on the Guy Lombardo Show we have had more favorable results and comments from that show than from all the rest of our advertising media put together."

D. R. Hanneman, Jr., Ass't V.P., Canal National Bank of Portland, Maine.

Currently

HOTEL ROOSEVELT
 New York

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin

- Variety - ARB*
- NEW YORK, WRCA — 15.2 (Dec. 1955)
 - PITTSBURGH, KOKA — 32.4 (Oct. '55)
 - SKREVEPORT, KTBS — 29.4 (Oct. '55)
 - SOUTH BEND, WSTB — 20.3 (Nov. '55)
 - JOHNSTOWN, WJAC — 33.2 (Nov. '55)
 - BOISE, KBOI — 26.9 (Nov. '55)
 - FT. WAYNE, WKJG — 26.5 (Nov. '55)

Exclusive Management
MUSIC CORPORATION
OF AMERICA

Brightest Radio-TV Business Year In Sight



By
FRANK BURKE
Editor
Radio-Television Daily

WRITING about the radio and television outlook for 1956 is a pleasant assignment for one could wrap it all up with one sentence—**The outlook is terrific.**

Business yard sticks everywhere indicate the prospects of a boon year. These impressive forecasts include radio, television and the many allied fields of the electronic industry who'll figure in the 1956 profit parade.



On the radio scene there has been a substantial increase in business on the local level and an upturn in the network radio billings. Stations across the nation have experienced a return to radio by many old advertisers and also some new clients have come into the fold. Most important on the local scene have been the heavy use of time by automobile dealers, retail stores, appliance companies and public utilities. Then too the heavy amount of national spot business has been a factor in the profit parade.



The outlook for radio broadcasters this year is as good or even better than it was in 1955. Already signs point to billing increases over a year ago and the summer business prospects were never healthier. Many factors have brought about this healthy business condition: The substantial increase in radio circulation through millions of car radios, portables, and the advent of the revolutionary new transistor receivers. These influences coupled with the intensive selling the Radio Advertising Bureau, Station Reps organization and other agencies have revitalized the medium.

Television as a medium continues to pile up an enviable record of sales and programming advancement. Network business has far exceeded expectations and TV stations on the local level in all the major

markets report excellent business and a big year in prospect for 1956. The TV prosperity story is clouded, however, by the plight of UHF station operations in many markets in which VHF stations dominate the scene. These UHF stations, at the moment are hopeful that the Federal Communications Commission will help alleviate their economic distress.

The equipment field with the potentialities of relays, tape recorders, film recorders, other TV innovations also offer boundless opportunities for production and sales expansion this year. Never before has equipment been so important to the trade and indications are that sales this year will transcend any previous records.



Under the all-embracing term—equipment—comes such newcomers in the field as closed circuit TV, toll TV systems, and community antenna systems which are making their bid for a share of the equipment dollar. The many specialized manufacturers who contribute to these new developments will add considerable to the gross equipment sales this year.

We could go on and on and cite statistics to emphasize this progress report of the radio and television industry. We are certain, however, that Brig. General David Sarnoff, chairman of the board of RCA, an annual contributor to this edition will document this story better with RCA's record of unprecedented production. Harold E. Fellows, president of NARTB, another distinguished editorial contributor, can also add to this success story as he outlines the growth of the radio and television broadcasting industry.

There are many more who have written of the industry's accomplishments in this volume, moving testimony to the impact of the electronic age. They include James Secrest of the Radio Electronic Television Manufacturers Association, and Oliver Treyz of the Television Advertising Bureau.



The simple facts are that anyway you look at it 1956 should be the biggest year in the history of this industry. It holds promise of heavy production of transistor radios; great new lines of popular priced color television sets and revolutionary new radio and TV transmitting equipment which will keep production lines humming throughout the year. Then too we have the promise of unprecedented advertising expenditures this year. These are the signs of prosperity found during this—a Presidential election year.



1954-55 LEADING ADVERTISERS

(1955 FIGURES BASED ON SIX MONTH PERIOD)



ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
GENERAL MOTORS CORP.			
1955	26,948,227	12.4	24.6
1954	80,289,000	4	17
PROCTER & GAMBLE CO.			
1955	24,990,507	20.6	64.1
1954	58,437,000	20	55
GENERAL FOODS CORP.			
1955	15,381,587	4.6	41.0
1954	37,360,000	8	35
COLGATE-PALMOLIVE CO.			
1955	14,927,452	12.4	61.1
1954	39,343,000	11	48
CHRYSLER CORP.			
1955	13,637,085	6.4	53.6
1954	34,333,000	5	34
GILLETTE CO.			
1955	11,032,598	24.2	61.9
1954	24,667,000	21	63
GENERAL ELECTRIC CO.			
1955	9,400,594	...	41.3
1954	24,976,000	3	38
AMERICAN TOBACCO CO.			
1955	9,364,660	10.4	55.2
1954	21,494,000	7	59
LEVER BROTHERS CO.			
1955	9,351,438	20.6	49.4
1954	23,999,000	17	41
FORD MOTOR CO.			
1955	8,840,653	1.6	44.4
1954	36,707,000	2	22
GENERAL MILLS, INC.			
1955	7,578,010	18.2	59.7
1954	21,111,000	16	49
R. J. REYNOLDS TOBACCO CO.			
1955	7,126,496	6.2	74.2
1954	24,019,000	7	66

ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
NATIONAL DAIRY PRODUCTS CORP.			
1955	6,868,676	22.9	45.3
1954	15,567,000	5	51
AMERICAN HOME PRODUCTS CORP.			
1955	6,802,567	25.9	56.5
1954	14,677,000	22	51
LIGGETT & MYERS TOBACCO CO.			
1955	6,706,808	23.4	60.4
1954	17,603,000	15	47
P. LORILLARD CO.			
1955	5,961,307	20.4	58.9
1954	16,437,000	19	55
SWIFT & CO.			
1955	5,618,190	24.7	44.2
1954	12,276,000	23	32
BRISTOL-MYERS CO.			
1955	5,609,726	15.9	45.0
1954	9,497,000	15	39
CAMPBELL SOUP CO.			
1955	5,448,377	0.1	45.1
1954	13,998,000	4	44
PILLSBURY MILLS, INC.			
1955	4,242,798	22.9	61.6
1954	9,967,000	19	54
QUAKER OATS CO.			
1955	3,926,744	21.1	27.3
1954	9,968,000	15	32
GOODYEAR TIRE & RUBBER CO.			
1955	3,805,687	5.0	26.9
1954	10,226,000	3	21
STERLING DRUG, INC.			
1955	3,758,723	31.9	17.5
1954	9,326,000	35	11
MILES LABS., INC.			
1955	3,746,359	54.9	32.2
1954	8,036,000	71	2
AMERICAN T. & T. CO.			
1955	3,713,561	11.2	...
1954	6,979,000	11	...

HOPE



1956

CHEVROLET

1955 RADIO-TV SET PRODUCTION



• RETMA figures for the year 1955 show that radio production enjoyed its highest output in seven years, (14,894,695). Full 1955 TV production was set at a record 7,756,521. Production for both for 1955 by months is shown below:

	Tele- vision	Home Radio Sets	Port- ables	Auto	Clock	Total Radio
January	654,582	280,121	47,303	573,837	166,885	1,068,146
February	702,514	232,831	109,120	597,742	150,031	1,089,724
March (5 wks.)	831,156	300,840	233,465	774,025	173,944	1,482,274
April	583,174	193,431	265,866	567,876	72,602	1,099,775
May	467,394	161,357	258,701	563,369	130,608	1,114,035
June (5 wks.)	589,973	181,930	255,833	584,567	182,605	1,204,935
July	344,295	141,119	79,410	404,443	93,517	718,489
August	647,903	300,513	106,197	403,320	137,604	947,634
Sept. (5 wks.)	939,515	417,802	139,164	511,278	234,106	1,302,350
October	759,735	398,087	168,709	651,017	282,393	1,500,206
November	631,654	389,316	181,573	733,859	276,049	1,580,797
Dec. (5 wks.).....	604,626	396,535	182,204	864,261	343,330	1,786,330
TOTAL	7,756,521	3,393,882	2,027,545	7,229,594	2,243,674	14,894,695

RADIO SET PRODUCTION

(Estimated Total U. S. Industry)



Year	Units	Value (Manufacturers)	Year	Units	Value (Manufacturers)
1924	1,500,000	—	1938	7,141,811	112,263,000
1925	2,000,000	—	1939	10,762,631	153,421,100
1926	1,750,000	—	1940	11,831,187	176,626,900
1927	1,350,000	—	1941	13,642,334	233,841,100
1928	3,250,000	—	1942	4,306,984 (1)	102,968,700
1929	4,428,000	—	1946	15,955,000	434,244,000
1930	3,788,961	\$155,432,300	1947	20,000,000	650,000,000
1931	3,593,993	104,705,400	1948	16,500,000	525,000,000
1932	2,446,143	54,374,700	1949	11,400,000	310,000,000
1933	4,157,045	70,269,400	1950	14,589,900	375,000,000
1934	4,478,967	94,859,400	1951	12,627,362	315,936,597
1935	6,030,508	128,399,100	1952	10,934,872	249,847,000
1936	8,248,755	169,359,700	1953	13,368,556	297,985,113
1937	8,083,144	165,390,900	1954	10,400,530	228,811,700
			1955	14,894,695	298,489,688

(1) Civilian production terminated April 22, 1942.

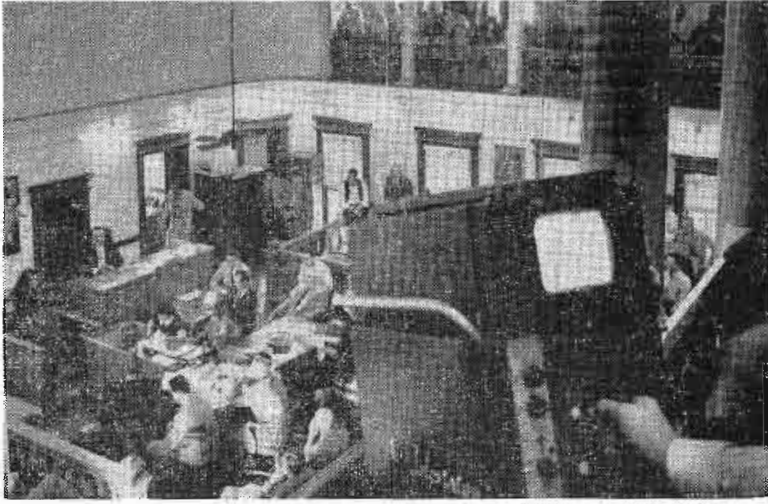


Ferrer
1913

George Ferrer!



TELEVISION PRECEDENT SET

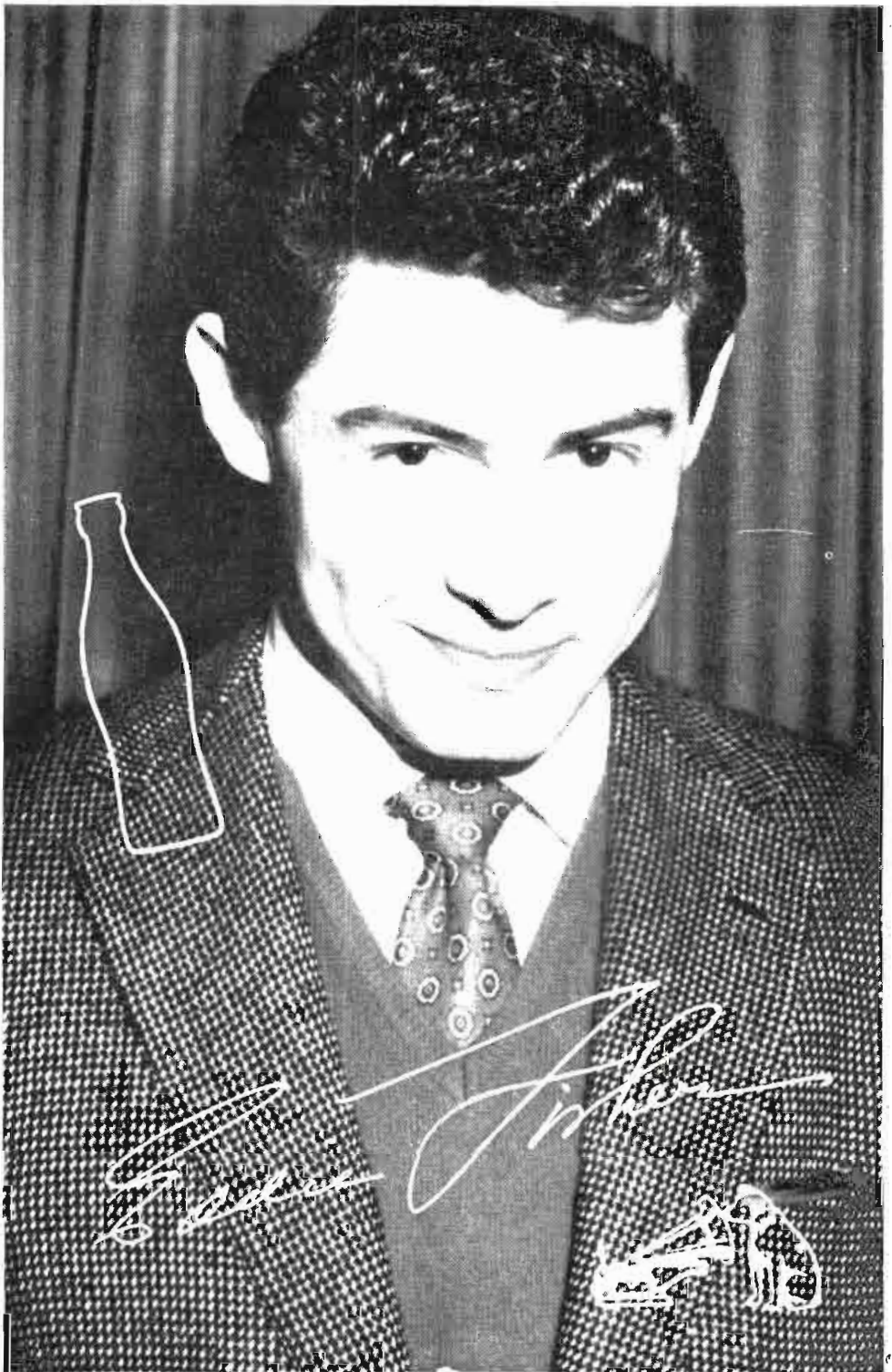


A television and judicial precedent was set in December of last year when District Court Judge D. W. Bartlett permitted the cameras of KWTX-TV to telecast an actual murder trial while in session, with the camera deftly placed in a little-used balcony. (Shown left.)

O'NEIL BUYS RKO



In what is believed to be the largest single financial transaction in the motion picture industry and one of the largest cash transactions in American financial history, Thomas F. O'Neil, president of General Tele-radio, is shown presenting a \$25 million dollar check to Thomas A. Slack, attorney and representative for Howard Hughes, from whom GT purchased RKO Radio Pictures, Inc.



All-American Favorites of 1955

RADIO

— MAN OF THE YEAR —
SYLVESTER L. WEAVER—NBC

— WOMAN OF THE YEAR —
MARGARET TRUMAN—NBC

— DRAMATIC SHOW OF THE YEAR —
NBC RADIO THEATRE

— COMEDY SHOW OF THE YEAR —
AMOS 'N ANDY MUSIC HALL
CBS

— MUSICAL SHOW OF THE YEAR —
TELEPHONE HOUR—NBC

— COMMENTATOR OF YEAR —
EDWARD R. MURROW—CBS

— DOCUMENTARY OF YEAR —
BIOGRAPHIES IN SOUND—NBC

— QUIZ SHOW OF YEAR —
YOU BET YOUR LIFE—NBC

— SPORTSCASTER OF YEAR —
MEL ALLEN

— BEST NEW PROGRAM IDEA —
MONITOR—NBC

— COLOR PROGRAM OF YEAR —
PETER PAN—NBC-TV

— BEST TRANSCRIBED SERIES —
BIOGRAPHIES IN SOUND—NBC

— BEST FILMED SERIES —
I LOVE LUCY—CBS-TV

— CHILDREN'S SHOW OF YEAR —
NO SCHOOL TODAY—ABC

— VOCALIST OF THE YEAR —
MALE—EDDIE FISHER
FEMALE—DINAH SHORE

— SONG HIT OF YEAR —
SIXTEEN TONS
BMI

TELEVISION

PHIL SILVERS—CBS-TV

NANETTE FABRAY—NBC-TV

CLIMAX!—CBS-TV

GEORGE GOBEL SHOW
NBC-TV

LAWRENCE WELK SHOW—ABC-TV

EDWARD R. MURROW—CBS-TV

SEE IT NOW—CBS-TV

\$64,000 QUESTION—CBS-TV

MEL ALLEN

MONITOR—NBC

PETER PAN—NBC-TV

BIOGRAPHIES IN SOUND—NBC

I LOVE LUCY—CBS-TV

DISNEYLAND—ABC-TV

MALE—PERRY COMO
FEMALE—DINAH SHORE

LOVE IS A MANY SPLENDORED
THING—ASCAP



TV OWNERSHIP REVEALED BY U. S. CENSUS



- The first Bureau of the Census survey of TV set ownership since the 1950 census, conducted in June at the expense of the Advertising Research Foundation, revealed that 67% of America's 48,000,000 homes contain TV sets, an increase of 26,000,000 in five years.
- The survey showed that the number of sets increased in proportion to the density of population. Eighty percent of the homes in cities of 1,000,000 or more contained sets, as compared to 55% in cities of less than a million, and 45% in rural areas. Households of five persons contained more sets than smaller homes.
- The Northeast and North Central areas led with 75% ownership, followed by 67% in the West, and a little better than half in the South. Significant details from the survey are shown below.

Table 1.

HOUSEHOLDS WITH TV, U.S., INSIDE AND
OUTSIDE STANDARD METROPOLITAN AREAS:
JUNE 1955
(% Distribution)

Area	Number of Sets		
	None	1 or More	2 or More
U. S.	32.8	64.9	2.3
Inside standard met- ropolitan areas ...	21.7	74.9	3.4
Outside standard met- ropolitan areas			
Urban places	44.1	55.1	0.8
Rural territory ...	54.1	45.3	0.6

Table 2.

HOUSEHOLDS WITH TV SETS BY RESI-
DENCE AND SIZE OF PLACE, U.S.: JUNE
1955
(% Distribution)

Residence and Size of Place	Number of Sets in Household	
	None	1 or More
Urban	26.5	73.5
In urbanized areas..	21.0	79.0
Areas of 3,000,000 or more	19.5	80.5
Areas of 1,000,000 to 2,999,999	18.0	82.0
Areas of 250,000 to 999,999	21.5	78.5
Areas under 250,000	25.6	74.4
Not in urbanized areas	44.3	55.7
Places of 10,000 or more	37.6	62.4
Places under 10,000.	48.0	52.0
Rural non-farm	38.7	61.3
Rural farm	57.7	42.3

Table 3.

HOUSEHOLDS WITH TV SETS, U.S. BY
REGIONS, INSIDE AND OUTSIDE STANDARD
METROPOLITAN AREAS: JUNE 1955
(% Distribution)

Area	Number of Sets in Household	
	None	1 or More
U. S.	32.8	67.2
Inside standard met- ropolitan areas ..	21.7	78.3
Outside standard met- ropolitan areas ...	50.3	49.7
Northeast	20.3	79.7
Inside standard met- ropolitan areas ...	17.8	82.2
Outside standard met- ropolitan areas ...	30.9	69.1
North Central	28.2	71.8
Inside standard met- ropolitan areas ...	19.1	80.9
Outside standard met- ropolitan areas ...	41.4	58.6
South	46.8	53.2
Inside standard met- ropolitan areas ..	29.1	70.9
Outside standard met- ropolitan areas ..	60.3	39.7
West	37.9	62.1
Inside standard met- ropolitan areas ..	26.0	74.0
Outside standard met- ropolitan areas ..	59.5	40.5

Table 4.

HOUSEHOLDS WITH SETS BY SIZE OF
HOUSEHOLD, JUNE 1955
(% Distribution)

Size of Household	Number of Sets In Household		
	None	1 or More	2 or More
1 Person	64.4	35.6	0.1
2 Persons	36.1	63.9	1.0
3 Persons	26.6	73.4	2.7
4 Persons	20.9	79.1	3.4
5 Persons	22.2	77.8	4.4
6 Persons or more	33.7	66.3	4.0



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

TEN TOP RADIO-TV NEWS EVENTS OF 1955

RADIO-TELEVISION DAILY'S selections of the top ten news events of 1955, covered by Radio and Television follow:

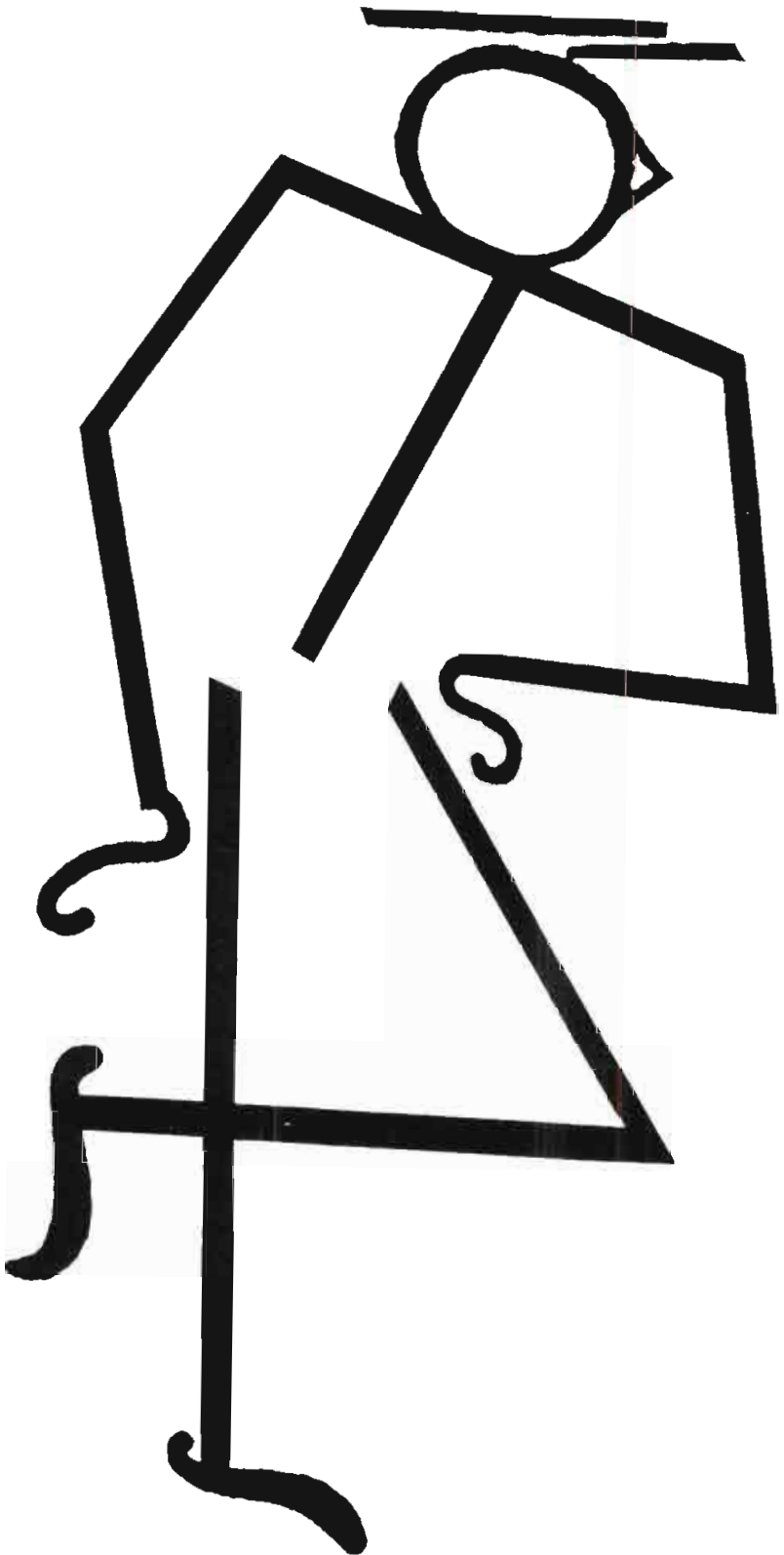


RADIO-TELEVISION DAILY'S selections of the top 10 news events of 1955, covered by radio and television follow:

- 1—President Eisenhower's heart attack.
- 2—The Salk polio vaccine announcement.
- 3—Hurricanes and floods in the northeast.
- 4—Meeting at the Summit.
- 5—The fall of Argentine dictator Juan Perón.
- 6—Supreme Court order ending segregation in schools.
- 7—The Princess Margaret-Peter Townsend story.
- 8—Earth satellite launching plans.
- 9—The AFL-CIO merger.
- 10—The Woodward tragedy.

Outstanding Broadcasts

- ABC Radio—"New Sounds for You" premiere.
- ABC TV—"Dateline Disneyland."
- CBS RADIO—"Age of the Atom."
- CBS TV—"The Vice Presidency" documentary on "See It Now."
- MBS—World Series coverage.
- NBC Radio—"Monitor" coverage of hurricanes.
- NBC TV—"Peter Pan."



JACKIE GLEASON ENTERPRISES



JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK



TELEVISION

"DO YOU TRUST YOUR WIFE?"

CBS — Tuesday Nights — Frigidaire

RADIO

CBS — Sunday Nights

Total Broadcast Authorizations Pass 6,000



McCONNAUGHEY

FOR FISCAL
YEAR ENDED
JUNE 30, 1955

HIGHLIGHTING the 21st annual year of the Federal Communications Commission is the realization that for the first time, broadcast authorizations have passed the 6,000 mark. Of these, more than 4,000 were for program outlets and the remainder comprised pickups and other adjuncts. Outstanding also was the fact that of the 582 authorized commercial TV stations, 458 were on the air. This means that over 90 per cent of the people of the country were within service range of at least one television station, and about 75 per cent were served by 2 or more stations.



The Commission is taking various steps to assist UHF stations to operate on a comparable basis with VHF stations and to help TV in general. These include authorization of "satellite" stations, low power operation, liberalization of the multiple ownership rules to permit joint operation of seven TV stations by the same interest if at least two of the stations are UHF, and amending its chain broadcasting rules to remove a restraint on station competition for the same TV network programs; also, proposals to authorize UHF "booster" operation to fill holes in service areas, to permit an increase in maximum power of UHF stations from 1 to 5 megawatts, to allow broadcasters to establish their own intercity relay systems, and to require transmitters to be located within 5 miles of the station's "home" city. It is not considering petitions for local deintermixture of UHF and VHF channels pending a general rule-making proceeding to consider possible solutions, on a nationwide basis, to the difficulties now hindering expansion of TV service.



Since the lifting of the "freeze" on construction of new television stations on April 11, 1952, the number of TV stations in operation has jumped from 108 to 458. In 1952, 63 markets had 1 or more local stations—in most cases 1; today there are over 4 times as many communities with their own video

facilities. Two hundred and fifty-two communities have at least 1 TV outlet, and 100 communities have 2 or more.

The number of TV receivers in use has grown from 20 to 35 million, and it is estimated that the public has already invested over 10 billion dollars in TV receiving equipment, and the annual volume of TV advertising, set sales, servicing and operating combined runs close to four billion dollars a year.

At the year's close there were 582 commercial TV station authorizations, which was 9 more than in 1954. The net gain in operating stations was 46. The number of authorized AM stations continued to increase, showing a net gain of 143 for the year, which brought their number to 2,840. Those on the air totaled 2,732, which was 149 more than the previous year.



On June 22, 1955, the Commission amended its chain broadcasting rules to remove a restriction which operated to preclude TV stations from contracting with the networks for particular programs when a station with overlapping coverage in another community had contracted for "first call" on the same network programs. Since, at this stage in TV development, network programming is essential to the profitable operation of most stations, and in many cases, to their very survival, it was desirable to remove this restraint on competition among stations for TV network programming.



The Commission had long recommended to Congress that it be given funds to conduct an overall study of the broadcast industry—including a review of the chain broadcasting rules—to develop factual information necessary to determine the effectiveness of its present rules and the need for any revision. The Independent Offices Appropriation Act, 1956, earmarked \$80,000 to be used by the Commission to begin a study of radio and television network broadcasting. In July, 1955, the Commission designated myself and Commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerfer as a committee to conduct this study.

Broadcast applications totaled nearly 7,700 in fiscal 1955, which was some 300 less than in 1954. Applications for new TV stations decreased from 106 in 1954 to 58 in 1955. Applications for new AM stations increased from 227 to 330, and applications for new FM stations rose from 33 to 37. Of all AM applications, 114 had to be designated for hearing in 1955 as compared with 84 in 1954, while TV applications designated for hearing decreased from 255 to 26.



MEL ALLEN

RADIO AND TELEVISION ADVERTISING EXPENDITURES 1949-1955



	RADIO*	TELEVISION*
1949	\$571,400,000	\$57,800,000
1950	\$605,400,000	\$170,800,000
1951	\$606,300,000	\$332,300,000
1952	\$624,100,000	\$453,900,000
1953	\$611,200,000	\$606,200,000
1954	\$564,900,000	\$809,100,000
1955	(not estimated)	\$1,091,000,000 (estimated)

* McCann-Erickson

** TvB

1955 AUTOMOTIVE ADVERTISING



This is an August estimate by BBD & O's Detroit vice president, Robert E. Anderson, on factory-controlled advertising expenditures for new passenger cars in 1955. Because of the terrific spot radio, and TV activities by all automotive manufacturers during November the entire estimate for the year could be projected even further.

Media	Dollar Amount	Percentage
Newspapers	\$97,000,000	38.2
Network TV	67,000,000	26.4
Magazines	34,000,000	13.4
Outdoor	17,000,000	6.7
Direct Mail	15,000,000	5.9
Network Radio	8,000,000	3.1
Spot Radio	7,000,000	2.8
Car Cards	3,000,000	1.2
Theaters	2,000,000	0.8
Other	4,000,000	1.6
TOTAL	\$254,000,000	

* Spot Television is not included.



Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES

Color TV Continues To Gain In Momentum



By
DAVID SARNOFF

Chairman of the Board
Radio Corporation of
America

THE year 1955 saw color television get "off the ground" as a new service and become commercially established. The initial steps are behind us. With more and more color TV receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of color receivers, including a table model, consolette and three consoles, each with 250 square inches of viewable picture.



Color TV will continue to gain in momentum and influence on the American home and the nation's economy. Color programming is being substantially increased by the National Broadcasting Company and we hope by others in the broadcasting industry. This will accelerate the transition from black-and-white to color.

Television sells through both eye and ear, greatly multiplying sales appeal. While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars.

Color is a powerful sales stimulant. It presents things as they are—reveals distinctive characteristics of everything from packages to fashions and foods, from colorful kitchens to cereals and soaps, all of which are made more attractive when identified by their colors.



Today color is quickening the pace of the broadcasting art and industry on all fronts. Its challenge extends in various directions. Scientists seek new inventions because they are well aware that color presents boundless opportunities for development of new ideas and industrial expansion. Showmen are challenged

to produce programs of greater beauty and interest. Manufacturers are challenged to "get into color" and develop and design receiving sets at prices which will put color TV in many millions of homes. I firmly believe that the sale of color sets will eventually exceed the sale of black-and-white sets.

The National Broadcasting Company is now entering its thirtieth year and 1955 was the greatest year in its history.



Television for the home, however, is but one significant phase of electronics. Industrial uses of TV and electronic controls hold promise of great expansion.

Marked progress is being achieved in RCA's development of an electronic light amplifier; a magnetic tape recorder for television; a high-speed electronic printing process (Electrofax); an electronic air conditioner; and microwave two-way radio communication for virtually all types of mobile vehicles.

Change is a characteristic of electronics as a science and industry; it is synonymous with progress. Electronics is a vast and fertile field for research, discovery, invention and development. The new knowledge acquired through scientific exploration makes it possible to provide the public with improved or new products and services.

Progress is born of change as illustrated by the fact that during 1955, **eighty per cent of RCA's total sales were in products and services which did not exist, or were not commercially developed, only ten years ago.** The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering.



Total sales of products and services by the Radio Corporation of America, in 1955, exceeded one billion dollars. This is a record for the RCA. **It is equivalent to more than four million dollars' business for each working day of the year.** At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of one million dollars a year.

From a million to a billion in thirty-five years is a record that gives all of us in the RCA Family a sense of pride in the past and confidence for the future. RCA is now among the top twenty-five industrial companies in the United States.

Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress.



JIMMY NELSON

DANNY O'DAY

and

HUMPHREY HIGSBY

PERSONAL MANAGEMENT

LOUIS W. COHAN

1776 BROADWAY

203 N. WABASH AVE.

NEW YORK, N. Y.

CHICAGO, ILL.



FARFEL

Radio's Might Is Gradually Reawakening



By
**HAROLD E.
FELLOWS**

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

MOST of the enlightened economists of the nation variously have predicted a continuation of the prosperity which attended 1955. This can only be good news to broadcasters—who, as businessmen, are the legatees of prosperity as well as contributing authors.

I don't suppose that anyone can measure accurately the total contribution of television advertising, for example, to the movement of goods and services during the last few years. Surely it can be assumed, however, that this dramatic medium of demonstration in combination with radio and published media has moved a phenomenal amount of goods from our factories and warehouses to the consuming public.



Some within the industry believe that 1956 will be the year in which color television comes into its own, a factor which will influence markedly the distribution of advertising dollars, particularly at the national level.

I look for continued prosperity, too, in radio—the “every-place-all-the-time” medium. Radio's gifted ability to deliver buyers at the lowest cost-per-thousand accounts for the stability it has demonstrated, particularly at the local level. As one looks back over the past five-year period, he senses the evolution through which radio has progressed: the changes in program policies, the proper emphasis on community interest, and the gradual reawakening to the need or aggressive selling and sales promotion.



The National Association of Radio and Television Broadcasters has benefited as a result of the increasing stature and effectiveness of both electronic media. The Association has grown, until today, measured in both income and membership, it is larger than ever before

in history. The encouraging aspect of this to those of us who devote our full time to Association activities is not alone the revenue increase (which does enable us to do a better job for the members), but rather the evidence of industry solidarity implicit in such continuing growth.

The need for “strength through unity” is so obvious as to hardly require delineation. We need such cooperation and understanding at all levels of broadcast experience, particularly in the fields of legislation, economics, and public relations. The increase in the number of State Associations also has been encouraging to the Board and management of NARTB. The stronger we become at all levels of Association activity, the more efficiently we shall be able to operate. We shall have more freedom to initiate good broadcasting policies, which will enhance the industry's economic security. More important than this, however, is the benefit that accrues to the public through cooperative action. By being together, we have been able to evolve sound programming and advertising standards.



In the areas of regulation and legislation, 1956 is going to be a busy year for the NARTB. The management and staff of the Association like to think of their function in these vital fields as that of an organized voice which can bring enlightenment to all branches of the government through speaking with a common purpose. However, it remains true—such is the nature of government—that defense of our rights sometimes must be maintained militantly and without qualification. Here, especially, is where strength through numbers is so important.

The annual NARTB Convention, held in Chicago in April, probably was the biggest yet—for each year recently we have been breaking records in both attendance and size of exhibit. Some broadcasters may not realize the tremendous amounts of money and the exhaustive effort which go into these annual expositions—all of it paid for by our Associate Members. Even now, early in the year, plans have been nearly completed by most of them for the 1956 show . . . and the Convention Committee is well advanced with its planning for the entire meeting.



From here, and at this time, 1956 looks good. But such is the growth potential of this dynamic industry that a year from now, no doubt, we shall be expecting 1957 to introduce even brighter horizons.

DICK STARK...



... introducing his son, Morgan,
to TV and the sponsor's product

TV Set, Auto Radio Sales Set Record



By
**JAMES D.
SECRET**
Executive
Vice President
Radio-Electronics-
Television
Manufacturers
Association

THE radio-television-electronics business boomed in 1955 despite increasing competition, and several production and sales records were established. All indications at the beginning of 1956 were that it would be another highly successful year with the greatest growth expected to occur in color television and industrial electronics.

Television receiver and auto radio sales in 1955 were the highest of any year to date, while color TV set sales, though relatively small, were high enough to encourage the industry to make plans for a more substantial output in 1956.



The greatest industry expansion in 1955 was in industrial electronics. The trends toward automation and product diversification among large manufacturers resulted in an intensified interest and numerous investments in electronic facilities. Thus the industry's boundaries were expanded.

Preliminary compilations by the RETMA Statistical Department show that the following records were achieved in 1955:

- About 7,770,000 black and white TV sets were manufactured. This was 400,000 more than were made in 1954 and 300,000 above the previous peak year of 1950.
- Consumers bought close to 7,400,000 black and white television receivers—about 75,000 more than in 1954, the highest previous year. An additional 100,000 were exported.
- Auto radio sales skyrocketed to a new peak of 7,260,000. This was over 3,000,000 more than were sold in 1954 and 2,000,000 above the previous record of 1953.



While the output of home radios, including clock and portable sets, did not keep pace with the rise in auto receivers or equal the postwar 1947-48 records, 7,686,000 units were manufactured in 1955 as compared with 6,276,000 in 1954. Retail sales of home sets

were approximately 7,000,000. The year also was marked by the entry of a variety of transistor type radios into the consumer market.

With 459 TV stations on the air, there were an estimated 37,100,000 television receivers in use throughout the United States by the end of 1955. An increasing share of new TV set sales were replacements or second sets, and this trend is expected to rise. Industry estimates were that more than 125,000,000 radios were in use with a large percentage of multiple set homes.



Total sales of all electronic products in 1955 at the factory level rose to a new peak of about \$5.5 billion. This was 10 per cent above the 1954 figure. During 1956 further expansions in industrial, military, and parts replacement sales should bring the industry's total to \$5.8 billion or higher.

When radio-TV servicing, broadcasting, and distributor-dealer sales are added to the manufacturers' factory sales, the industry's total volume was about \$9.7 billion in 1955. By the end of 1956 this over-all total should reach \$10.8 billion on an annual basis.

Deliveries of military electronic equipment and components last year increased by about \$100 million over 1954 to reach \$2.4 billion. However, the rise in radio-TV and electronic sales for civilian and commercial uses for the first time since the outbreak of the Korean War exceeded military electronic procurement. Many electronic developments moved out of research laboratories into production facilities.



The outlook of the radio-TV-electronics industry in 1956 is very promising. Sales of black and white TV sets are expected to exceed 7,000,000. Color receiver sales will depend to a large degree on the quantity and quality of color telecasts and the availability of color TV tubes. However, present indications are that about 250,000 or more color receivers will be manufactured and sold, bringing total TV receiver sales close to the 1955 record with probably a higher dollar value.

Electronics production of non-entertainment equipment will continue to increase in 1956. Military procurement may rise. Commercial and industrial uses of electronic equipment certainly will grow and require greater production. The growing use of transistors and other semiconductor devices will bring about expansion of plant facilities to supply requirements. Further mergers and acquisitions in the electronics industry are likely with increasing competition in the radio-TV field.



SID CAESAR

CARL REINER



HOWARD MORRIS

ROBERT MONTGOMERY

Presents

THE JOHNSON'S WAX PROGRAM

and

THE SCHICK TELEVISION THEATRE

NBC — TELEVISION

MONDAYS — 9:30-10:30 PM EST

View TV 4 Hours And 57 Minutes Each Day



By **OLIVER TREYZ**

**President
Television Bureau
of Advertising, Inc.**

THIS marks the second year that TvB has been invited by the editors of Radio-Television Daily to contribute to its Annual.

This also marks the beginning of TvB's second year.

Perhaps some future historian, goggled-eyed at TvB's meteoric rise in the 20th century mid-fifties, may note—while perusing the yellowed pages of Radio-Television Daily Annuals—that TvB arrived on the television advertising scene in 1955.

If this historian goes through the daily issues with a fine tooth comb, he will find a chronicle of TvB's development.



We believe annuals serve a useful function . . . the compressing of days and weeks into a yearly review of what's happened, and a look ahead.

In television, to look back is to look down. For the path of television has been constantly up.

The television industry has put TvB in business to help accelerate its rate of climb.

To play our role, we've been constantly at work selling advertisers the productive use of television.

Our initial activities have concentrated on building a focal point or points where television and advertising meet.



We've been uncovering basic facts about the relationship between television and specific markets.

For example, early in the year Nielsen supplied TvB with the highly intriguing "Quintile" report. This was the splitting of some 35 million homes into fifths, of 7 million each.

The **average** home, according to Nielsen, views television 4 hours and 57 minutes per day.

But the Nielsen report showed that the lightest viewing 20% watched 1 hour and 22 minutes daily, 6% of the total viewing. The next fifth watches 3 hours and 28 minutes; the third fifth, 4 hours and 44 minutes. Curiously, the 60%, accounting for the relatively lightest viewing homes, represents 39% of the viewing. In delineating these findings to more than 200 advertisers, TvB has unflinchingly emphasized that the **lightest** viewers of television, give to it an amount of time which would qualify them as the **heaviest** readers of magazines and newspapers. But the heaviest viewers of television, the 20% that view 6 hours and 11 minutes per day, and the **top** 20% which view 8 hours and 59 minutes per day, proved, in special TvB research, to be the "cream" customers of the American market.



The 14 million homes which keep their sets lit up from 6 to 9 hours a day are, basically, the **post-war** families, products of the post-war marriages, the new and larger families whose emergence and growth are putting the real vigor into the fastest expanding, most productive economy in world history.

These are the families with more and hungrier mouths to feed . . . more teeth to brush . . . more hair to shampoo . . . more lunch boxes to fill . . . more bodies to clothe.

And these are the families which have paced the universal, all-embracing national swing to television, the only advertising medium which can distribute not only advertisements but sales calls, the only advertising medium which can supply the friendliness, the warmth and personal persuasiveness of face to face communication. The only medium which can "teleport" a salesman, who can describe, demonstrate and **sell**, in the prospect's **home**, with the force and power of an in-person visit.



The cumulative, repetitive documentation of these inherent advantages of television, will represent a good part of TvB's activities in 1956.

If our continuing efforts to forge a mightier link between television and advertising merit reporting, we know they will be chronicled in the 1956 pages of Radio-Television Daily.



The Future of Television Film Programming



By
**MARTIN V.
ZUZULO**
Associate Editor
Radio Annual,
Television Yearbook

THE two great rivers of mass entertainment—Hollywood, and television, are beginning to flow into one gigantic ocean of compatibility and quality for the viewing public. Ironically, the amalgamation does not lessen the one and strengthen the other, but rather like a communion of two great minds, or a blissful marital tie, the relationship has begun to show signs of enhancement for both mediums.



Shaking at first from the swift and biting currents of television when it swept onto the scene in 1949, Hollywood, of necessity, was cautious enough only to get its feet wet, and wait patiently for the rampaging economic waters to subside. Deftly moving their costly film vaults high and dry, Hollywood, rivalling a Swiss diplomat's acumen, decided to let the main body of television go by and experiment niggardly instead with some of television's tributaries, until a more realistic and opportune time.



From all indications, the year 1955 seemed to be, for Hollywood, that more realistic and opportune time. Huge holes have appeared in the once seemingly invincible dikes that had been built by film people to protect its precious libraries from the onslaught of television. These ripping holes, such as one of filmdom's greatest financial transactions, the RKO-O'Neil 740 film package, and others, were not gorged out by television, but much to the amazement of many, by Hollywood, removing its own thumb from its own film library dike. There's no doubt that this will bring about a flood of entertainment for the public and a flood of income for both mediums.

Hollywood and television are beginning to know and enjoy each other. They know now they can live with one another. There can be a "prosperous co-existence." In 1940, the movie theaters of the land took in \$735,000,000; last year the take was \$1,275,000,000. In 1945 Hollywood spent \$401,577,800 in production; in 1955, the sum was a little more than \$240,000,000. Moreover Hollywood is now enjoying a boom inspired by television. With approximately 75% or more of all television fare now being beamed on celluloid, Hollywood technicians and craftsmen seem likely to monopolize this field. And rightly so, for Hollywood long before the roar of television had always been known as the "film capital of the world." The city's technological craftsmen, ideal weather conditions, and bulk of acting talent, had only to swerve toward the television field in order to captivate it.



Yet in swerving or re-channeling its own talent and production to meet the surging economical waves of television, Hollywood by its own movement has enhanced itself. It's a truth that movies in the year 1955 have never been better. But it's also a truth that television can take some of the credit. Not for contributing the live teleplay, "Marty," which at this writing could very easily be chosen as the Academy Award winner as the best movie in 1955, or even for another original teleplay "Patterns." But only for the fact that television has presented competition, and in competition only, there is greatness, and quality.



In the past year it has become apparent to Hollywood that the command of the mass audience of television is greater than any single night of the largest all-time audience of any single picture. That there is only one thing Americans let consume more of their time than television and that's sleep. That this single medium sold more lipstick on just one-half hour program than a sponsor could make. That these at-one-time ominous charging waters of television will not waste themselves and trickle away into nothing. That this great river of entertainment when joined by Hollywood's great river of entertainment will form one of the greatest moving forces that has ever been known to man.



WILLIAM KEENE

Su. 7-5400

Radio Will Pave The Trend Of Business



By
**DONALD H.
McGANNON**

President
Westinghouse
Broadcasting Co.

THIS year is going to be another big one for our industry. I look for a 10% increase in sales. Television will move forward. One needs no crystal ball to see that. But the dramatic swing toward good times these days is happening in radio, simply because radio is no longer taking the drubbing it took during those first years of television.

I like the prospects for our industry particularly this year because of radio's prospects. It means that we are at last gaining strength on both fronts - in both television and radio.



Why am I bullish? After 1955, which was the biggest year in our industry's history, how do I justify such optimism for 1956? Should we be content with a sunny plateau, hoping that the future will be just as rewarding as the immediate past? I think not, for we are wiser than we were a year ago. Therefore, we should be better - and that much more successful.

Take television. Television is no longer "in its infancy," a favorite expression of many industry "observers" not so long ago. Today, television is approaching full growth. Of course, it will continue to grow. But, just as important, television is now beginning to mature. It has reached voting age. It is taking on adult responsibilities.



For example, during 1956, I look for exciting television programming on the part of local television stations. We saw this happening in a few areas during the past year. We saw stations in certain communities begin to develop local programs that challenged some of the big network productions.

I predict that television in many cities will be strengthened during 1956 because local programming will become a stronger supplement to the network shows.

Very often, local programmers show themselves as courageous journalists. Their subjects are sometimes controversial, because their objective is to make the communities

which they serve better places in which to live. When you point a camera at a community trouble-spot, you tread on dangerous ground. But you also gain audience respect for your effort. This is the kind of programming which will strengthen the industry, by adding strength to the stations which make up the industry.

In radio, we have a chance of a lifetime. Along with it, we have a responsibility of a lifetime.



Some broadcasters were willing to let radio die just a few years ago. The industry was the victim of jokes about youngsters finding strange objects in attics, and not knowing what on earth they were. Radios, of course. And we deserved just about every bad joke that was ever written about radio's obsolescence, because we were not really trying in those days. We were willing to recoup our losses with television.

Today, we are beginning to get smart. It is finally dawning on us that radio has a place, too - and a big place. Many radio stations did well last year, for the first time since television came along. Many more will do well in 1956.

It would be unfair for me to imply that everyone in radio showed weakness when television flexed muscles. Not so.

Certain operators knew the score. They proved that radio would always have a place. They did it by making money while most of the industry shed tears at radio's demise.



This year, radio gets its big chance - its second big chance. It can succeed if it is willing to work; if it is willing to develop new talent - local talent; if it is willing to make itself a community member, and not just an outlet for network shows. I believe that radio must become primarily a local, intimate thing in the future, if it is to succeed.

The major networks, in my opinion, deserve credit for their efforts on radio's behalf during the past year, although I cannot honestly agree with the approach which they have taken, for I believe that the days of big, network radio shows are over, at least for the predictable future. I believe that today's radio audience wants to hear music - good music of all types; it wants frequent news coverage - with a strong play to local goings-on.

Of course, radio's obligation does not stop there. As a public servant, radio must do more. This year, I believe radio will assume a greater responsibility in the areas of education and human understanding, with programs of quality and of intellectual import.



JAN MURRAY

"DOLLAR A SECOND" — ABC-TV 9 P.M., E.S.T.

Management:
WILLIAM MORRIS AGENCY

Never Such A Choice Of Programming



By
FREDERIC W. ZIV

Chairman of the Board
Ziv Television Programs

THE booming growth of the syndicated film industry has meant one thing to television: Never have so many different sizes and classes of sponsors had so wide a choice of film programming.

Our client roster shows names like Carter Products, Phillips Petroleum, Emerson Drug, P. J. Ballantine, Ohio Oil and others who are sponsoring first-run half-hour shows on line-ups that approach network coverage. Lists of 20, or 30, or 40 and more markets carrying the same Ziv TV show for the same national spot advertiser are not uncommon.



At the same time, our list of over 2,270 Ziv telefilm clients include many local merchants, retailers, auto dealers, bakeries, dairies, banks, breweries, supermarkets and jewelers, whose television campaigns are confined to just one market.

We do not differentiate; no intelligent producer-distributor would. All are important, since they all make up that huge category known as "spot television advertisers." All are seeking the same thing—a top-notch show that will attract a large audience at a reasonable cost-per-1,000 figure to the advertiser's commercials.



This places a large responsibility in our hands. With more and more advertisers moving into television, we must create more and more telefilm properties of all types for them to sponsor. In one sense, it is a fascinating challenge to our creative ingenuity. In another, it is like having a tiger by tail—while you are reaching out to grab another.

Television filming is getting more expensive all the time. Star talent commands big budgets. The materials of production cost more. Labor costs more. Everything costs more.

We feel we owe it to our advertisers to continue to produce those syndicated shows which have proved themselves over several seasons for Ziv advertisers, and not to turn

out a series of "one-season wonders," with no continuing production. This enables our clients to concentrate on getting the finest time availabilities and in preparing the most effective commercials. They can relax (or come as close to relaxing as you can in the fast-paced business of television!), knowing that if a show is in demand, we have the financial stability, the studios, and the manpower to continue to produce the series.

Take the case of Interstate Bakeries, for instance. Interstate has built a major advertising campaign around our "Cisco Kid" for more than five seasons, starting with a modest list of a dozen or so markets and building the list steadily until it stands at more than 60 cities.



This growth has been possible primarily because we have delivered to Interstate, and other "Cisco" sponsors, a fresh cycle of telefilms each season since 1950. I might add that time clearances for Interstate, and other year-in, year-out Ziv advertisers, have steadily improved over the years. Time buyers are free to scout for the choicest availabilities, knowing the program will continue to be supplied to the advertiser.

One of our largest clients, for example, who has been with us for several seasons, now has 92% of his Ziv-produced programs aired in choice evening time slots on leading stations between the hours of 7:00 p.m. and 11:00 p.m., with more than half of them falling into the peak hours of television viewing!



We believe we owe other things to our clients as well. For example, we will spend a large portion of our 1956 promotion budget, currently set at \$800,000, in promotion campaigns and publicity designed to increase the audience for Ziv shows now on the air.

We furnish promotion-publicity kits to be used by our advertisers in everything from tune-in ads and local publicity to store displays and merchandising campaigns. We also furnish complete plans for a program designed to boost employee recognition of client advertising, since genuine enthusiasm for a television program has to start within a client's own employee family. In addition, we create and merchandise various public service drives, television contests and other promotions in connection with Ziv Television Programs productions.

Finally, we are working ahead of most people in providing a long-range program of color filming at our Hollywood studios. Last year, we shot more than 3,000,000 feet of telefilm footage there—and over 70% was on color film.

Complete facilities for:

television

theatrical

commercial

industrial

films

motion picture center

846 north caluenga boulevard

hollywood 38, california

Desilu

Desi Arnaz, *president*

Looking Into Syndicated Television



By
WYNN NATHAN

Vice President
in Charge of Sales,
MCA

IN THE aura of claims from other sources that the syndicated television show business is slipping, I think it is good for us to look back on the past twelve months and see if these claims have any foundation.

Of course, I am most familiar with the exceptional progress of MCA-TV Ltd., Film Syndication Division, during 1955, but I am sure that most of the larger distributors have experienced the same trends that we have.



During 1955, our company added six new series to the 26 properties we already distributed. These additions included 123 Gene Autry and Roy Rogers Western films, never before seen on television; 39 of the new "Doctor Hudson's Secret Journal" program, adapted from the famous Lloyd C. Douglas novel; 104 "The Adventures of Kit Carson," which were sponsored on the network for four years by the Coca Cola Bottling Company and first run in over 200 markets; 39 "Headline" shows, starring Mark Stevens, which played on the network as "Big Town" and 76 of the very successful network series, "The Ray Milland Show."

With these additions, the list of stars appearing **regularly** in syndicated MCA-TV programs has greatly increased. The talent role now reads like a "who's who" in show business, including Gene Autry, Ralph Bellamy, Charles Bickford, Rod Cameron, Preston Foster, Alan Hale, Jr., Paul Hartman, Louis Hayward, John Howard, Guy Lombardo, Thomas Mitchell, Ray Milland, Roy Rogers, Mark Stevens and Bill Williams.



Sales wise, 1955 was the biggest year ever experienced by our company. To name a few of the success stories that were to be found in the past twelve months, we sold "Soldiers of Fortune" to the 7-Up Bottling Company for 150 cities; 26 more shows were added to "Waterfront" making a total of 78, and they were placed in over 200 cities. "Doctor Hudson's Secret Journal," in its first

six months on the market, was bought in more than 140 cities; sales of the Roy Rogers and Gene Autry Western films passed the three million dollar sales mark in less than 2 months; and so on down the line. Each and every show we handle did well in 1955, and the sales were getting stronger as the year drew to a close.

Rating wise, syndicated teleshows proved time and time again that they can compete favorably with **any** locally produced or network show. Such ratings as: 40.9, Videodex, Pittsburgh for "Guy Lombardo"; 39.0, Pulse, New Orleans for "City Detective"; 44.2, ARB, Norfolk for "Pride of the Family"; 45.8, Pulse, New Orleans for "Famous Playhouse"; 37.6, Videodex, Grand Rapids for "Man Behind The Badge"; 40.5, Pulse, Charlotte for "Waterfront"; 34.4, ARB, Pittsburgh for "Doctor Hudson's Secret Journal" and 40.1, Videodex, Toledo for the "Ray Milland Show" substantiate this claim.



Also during 1955, Revue Productions added 78 more anthology films to their large catalog of half hour dramas. With this added product, any station in the country can bolster its line-up of programs to meet the most rigid demands.

1955 was also a year for expansion in our company itself. New offices were opened in Tampa, Fla. and Indianapolis, Ind., and two new regional offices were opened, Dallas and Cleveland, and were staffed by one of our V.P.'s. A publicity department was added in New York and California better to service our clients with after-sales promotion. The prospect of enlarging our foreign markets was examined, and an International Sales Manager named. Plans were formulated for more complete representation in Mexico City, Rome, and the Orient. With well staffed offices already established in Canada, England and France, MCA-TV will continue to be able to give complete coverage to the entire world.



Other advancements of our sales plans, executive responsibilities, after-sales services, merchandising division, and all phases of our operation, were many and varied. To name them all would take much more space than I have been allotted or you would care to read. However, I think it is sufficient just to say that 1955 was very good to us, and 1956 looks even better. I don't think syndicated television is slipping one iota; in fact it is stronger now than it has ever been, and it is our hope that our 70 salesmen and 30 offices at MCA-TV have had a part in bringing about this situation. We promise you we will do everything in our power to continue this advancement in the coming year.



ROY ROGERS
"King of the Cowboys"
AND TRIGGER

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

357 No. Canon Drive — Beverly Hills, California

Canadian Auto Set Sales Up 75%



By
J. M. DAVIDSON
Past President,
C.A.R.T.B.

THE past year has been one of intense activity in the sale of new broadcast receivers with reported Canadian sales around the one million mark. This was divided almost equally between radio and TV receivers. The increased sale of television receivers was anticipated as new stations came on the air. But few broadcasters or set manufacturers expected such a dramatic increase in sales of radio receivers, especially portables and automobile sets. Sales of radio receivers showed an increase of some 20% over the preceding year. But the purchase of portables and car sets went up an amazing 75%.



The broadcasting industry is confidently looking forward to 1956 being much the largest volume year in Canadian history. Accurate figures are difficult to obtain but the 20% increase in radio revenues last year is expected to continue, and television revenues are increasing at the rate of about 50% each year. Available information would indicate that gross revenue for the broadcasting industry in Canada would reach some \$45 million this year.



The Canadian Association of Radio & Television Broadcasters shares the industry's expansion with a membership at the beginning of 1956 of 136 radio and 25 television members. The appointment of a Royal Commission to view the broadcasting industry assures a

busy year for C.A.R.T.B. The Illsley Commission on Copyright may produce its report this year. As in 1955 there may be appearances before various commissions and boards.

One certain activity this year will be the Association's continued emphasis on providing member stations with information on new program techniques. Few Canadian homes lack radio receivers in kitchens, bedrooms and playrooms. There has been a vast increase in the number of portables and automobile sets. These new radio listeners are welcoming the interesting new programs provided by Canadian stations. The fixed national formula is giving way to the popularity of specially produced programs featuring local talent, local personalities and subjects of special community interest.



The Broadcast Advertising Bureau established towards the end of last year by C.A.R.T.B. has a carefully planned program for 1956. The Radio broadcasting division of the Bureau will continue its presentations to Advertisers and planning boards of Advertising Agencies. The television sales story was dramatically told to some 500 executives in a special TV seminar held in Toronto in January. This was arranged by the Television Representatives Association in conjunction with C.A.R.T.B.



Community television stations are serving most areas of Canada excepting the six largest cities which in 1956 are still served only by the government owned CBC. The 25 TV members of C.A.R.T.B. are rapidly expanding their operations, the number of homes served and providing an opportunity for local talent to participate in this expansion.

The broadcasting industry will continue in 1956 to improve and expand its services to the 6 million radio and 2 million television receivers tuned to Canadian stations.

Ralph Edwards



This Is Your Life

Wednesday
10 P.M. EST

TWO RALPH EDWARDS' HITS ON NBC

**Truth
Or
Consequences**

Friday
8 P.M. EST



Jack Bailey

5 1/4 Million Rural Homes Own TV Sets



By
JOHN McDONALD

President, National
Association of
Television & Radio
Farm Directors

THE history of farm broadcasting is as old as radio itself. KDKA, Pittsburgh, the first station to go on the air in 1922, employed Frank Mullen as a part-time farm broadcaster. Mullen later became Executive Vice-President of the National Broadcasting Company. Over the next twenty years the growth of farm broadcasting was slow. On May 5 of 1944, some thirty-five radio Farm Service Directors and other persons interested in agricultural broadcasting met in Columbus, Ohio, and formed the National Association of Radio Farm Directors. It was the opinion of that thirty-five then and of the more than 400 members today that scattered listeners on farms and in small rural towns deserve better and more specialized services than the average city listener. The main objectives of the organization have always been to effect programming of farm broadcasts with the emphasis on service. Realizing that farm people depend on radio for essential business information, weather and market reports, the Federal Communications Commission Hearings in 1946 accented the importance of farm service through radio. Since that time both the organization and the services have grown. Accepting the new media of television as an opportunity for more service, the organization became the National Association of Television and Radio Farm Directors both in name and fact in 1953.



We feel that the Association, under the able leadership of Frank Atwood, WTIC, Hartford, Connecticut, had its best year in 1955. It now has an active voting membership of more than 400 and an associate membership of more than 200. These associate members represent station management, station sales, agencies, representatives, clients and other friends of the Association and of farm people—the folks we talk to daily.



The radio and television industry has become aware of the farm service type program gaining and holding audiences. This was

evidenced by the invitation of eight Farm Directors to speak at regional meetings of the National Association of Radio and Television Broadcasters in 1955. This was our first attempt to present farm radio to management on a national scale. Judging from the comments, letters, and number of inquiries received, NATRFD gained a lot of prestige. Harold Fellows, President of NARTB, said, "I definitely think getting eight of your men into the field to talk to management at the regional meetings was most constructive and more than justified our thinking as to what it would accomplish."



NATRFD was glad to tell management that we are a professional group and intend to remain as such. With few exceptions, RFDs are men who have farm backgrounds, agricultural college degrees, and prior to their radio work had jobs as Extension Agents, Vocational Agriculture Teachers or some other related work which kept them close to agriculture and farm people. A lot of effort was put into professional improvement during the year. We cooperated with the National Project in Agricultural Communications in holding a TV Workshop in Columbia, Missouri, and also held a meeting with NPAC on market reporting in Kansas City. We have had representation at practically every meeting throughout the nation that had as its purpose the betterment of farm news reporting or farm life itself.



In speaking to our group last June on the lawn of the White House, President Eisenhower said, "The farmer is not just a farmer. He is a citizen of the United States, first and always. And so I think that if we're truly going to interpret the farm problem and farm programs to the farmer, we have got to raise our sights a long ways and interpret . . . and I am told by the Secretary of Agriculture that this group has done a yeoman's job in this regard. For it I hope you will accept my thanks, my gratitude, and more than that my utter conviction that you're doing a truly great service to farmers and to the United States of America."

The last farm census showed that there are 17 million rural homes with radio sets (more than 99%) and more than 5 and one quarter million rural homes with television sets.

Newly elected officers for this year other than myself are: Jack Timmons, Vice-President, KWKH, Shreveport, Louisiana; Dix Harper, Secretary-Treasurer, WLS, Chicago; Herb Plambeck, Historian, WHO, Des Moines, Iowa and Wes Seyler, Editor of "Chats", WIBW, Topeka, Kansas.



Julius La Rosa

Resurgence of Radio In Latin America



By
A. M. MARTÍNEZ

Exec. Vice-President,
Caribbean Networks,
Inc.

Treas., International
Advertising
Association, Inc.

AS we begin 1956 and we look at the past twelve months, two important factors seem to stand out in Latin America. The first is the rapid rate of growth of commercial television in such markets as Brazil, Cuba, El Salvador, Guatemala, Mexico, Puerto Rico and Venezuela. It is not so much the number of additional stations, which were very few, but mainly the improvements made to the existing ones, both in programming and equipment, in service to the sponsors and longer hours of operation for the viewers, and, of course, the rapidly with which these factors are creating new TV homes by the tens of thousands. Yet, one must realize sets are imported and their retail prices are loaded with such necessary expenses as transportation, marine insurance and high import duties, therefore, a great deal more expensive than at home. However, Puerto Rico and Cuba, for example, each bought more TV sets than twenty U.S. states during 1955.



The second factor is the effect television competition has had on radio broadcasters. Radio found out, sooner than its counterpart in the United States, that it would have to be on its toes not only to keep and increase its audience but also to keep and increase its revenue instead of remaining stationary or decline. Hence, painstaking plans were made and put in operation by the most important and progressive radio broadcasters during last year to improve the programming with new ideas, acquire better and more up to date equipment and put its own house in order.



So far these two factors have brought important economic results to the radio and

television industry in Latin America. In addition, advertising budgets were increased to cover both radio and television with the natural chain reaction of increased sales of goods and services for the advertisers.

In general, the outlook for 1956 is good, perhaps even better than it has been for a long time. Here is additional background. It is a well known fact that most Latin American cities have far too many radio stations. Now, in this movement of radio stations to keep and increase revenue and audience, many of the smaller operations, poorly managed and badly equipped cannot stand the pressure. Some already have suspended broadcasting and others soon will be off the air. This is a hard blow but under increased competition, how can a city of the size of San Francisco, as a comparative example, but without its trading area, support thirty-four radio and 5 television stations? It stands to reason some stations must fall by the wayside as there is no other way to stop them, because now it is too late to invest additional capital.



The management of the radio and television stations represented by Caribbean Networks has had the foresight to look at the future and act by installing better antennas, more powerful radio and TV transmitters, rebuild studios, form radio networks with powerful FM links and television networks with their own microwave relay units, operate longer hours with better programs, etc. One network will transmit 400 sport events by remote control, another network will broadcast over 35 "Soap Operas" daily and still another station will transmit "live," direct from a baseball park, two games a week plus the entire schedule of the top teams of the winter league: I am sure many of you have heard how CMQ broadcast "live" the world series on radio and television with an airplane acting as a "link" and how it fed NBC "live" portions for "WIDE, WIDE WORLD." These are but a few of the many accomplishments necessary to keep pace with competition and progress.



1956 will see a richer and more abundant year for advertisers, advertising agencies, radio and television stations in the international field.

Mark Stevens

TV COMPANY
PRODUCTIONS INC.

TV COMPANY

"BIG TOWN"

for Lever Bros. Company
and
General Motors,
A.C. Spark Plug Division

PRODUCTIONS INC.

"TIMETABLE"

United Artists Release

Analysis Compulsory For Newscasters



By
JOHN MACVANE

President
Association of Radio
News Analysts

THE Association of Radio News Analysts this year has begun an inquiry into the charge by radio-television critics that the American public is being lulled into a "deceptive sense of security through the failure of television to present news analysis on a regular frequent basis."

In an article last November, Jack Gould, columnist of the New York Times, asserted that the public has suffered from a "coast to coast vacuum in the realm of mature analysis of the contemporary scene." Gould charged that Television, fearful of controversy, has calculatedly avoided the type of program which would require the set owner to think the most and has provided instead a "protective cloak of continuous escapist entertainment," isolating viewers from "adequate awareness of the realities of day to day life." He maintained the public needs news analysts as "watch-dogs" to remind listeners and viewers that the world never stands still and to stimulate them to independent thought.

☆☆☆

I have noted Mr. Gould's article because he outlined what other respected critics in the field, notably John Crosby of the New York Herald Tribune, have been saying recently. Many have been emphasizing that as of today Television prefers the "videogenic announcer" who can read a news bulletin—to the men who, themselves, have something to say. I think most professionals in our field would agree that the public is being deprived even of the right to disagree with comment on TV, comment which may be sharp, or controversial, but which is thought provoking. Alas! Not much thought is provoked by the bland baby-gruel of newsreel news now fed the public.

☆☆☆

One of ARNA's major purpose, from its founding fifteen years ago, has been the protecting of "the best interests of the public and the industry," as well as maintaining the "independence and prestige of the profession" and "improving the standards of analytical broadcasting."

ARNA has fought successfully to protect the reputations of its own members as experienced reliable commentators. ARNA did not and does not consider that the public interest would be served by commentators, whose opinion and advice on the state of the world reached so many of their fellow-countrymen, voicing commercial's. ARNA fought this battle in the public interest and won it. The stand is now accepted by the networks, although, at a recent private meeting with network officials, it is noted that sponsors still would like to have commentators put their prestige into commercials for the sponsors' products. (One result of this has been that sponsors have applied on occasion the all-inclusive term "commentator" to their newscasters who are naturally not averse to reading a minute of news about the Middle East crisis, followed by a minute of advice to smoke El Ropo cigarettes.) I mention this because the ARNA effort to keep news analysis free was done in the public interest and not seldom at a loss of income for ARNA members.

☆☆☆

Now, since there seems to be a definite feeling among the serious Radio-TV critics that the "best interests of the public" are being affected by the failure of the industry to stimulate thought and discussion through news commentary, ARNA has devoted several of its recent meetings to a discussion of this topic. These are being continued and form a field of activity separated from the usual private meetings of ARNA with distinguished American and foreign statesmen, contacts which, of course, have been taking place as usual.

It is too early to reach any conclusions on the extent of the problem, before an adequate number of network officials and other authorities in the field are consulted.

It has seemed to ARNA, however, that the analysis and interpretation of news should find a regular place on the daily schedule if the broadcasters are to fulfill the demands of the charter under which they operate to serve public interest, convenience and necessity.

☆☆☆

ARNA is well aware of the challenge of the new means of communication. How to marry the expert knowledge of the news analyst to the ability of the visual technician must be a subject of experiment, and it may be that at times, the analyst will be behind the scenes working on the preparation of TV news in depth, at others in front of the camera. But the claim of the critics that the public is being subjected to a stupefying mesmerizing wheel of escapist entertainment seems to emphasize that news analysis must find a place, if Television's duty to the public is to be anything more than—just words.



“TELEVISION’S NO. 1
MUSICAL SHOW
OF THE YEAR!” *

LAWRENCE WELK

and His Champagne Music

“RADIO-TV DAILY’S
ANNUAL POLL OF
AMERICA’S RADIO-TV
NEWSPAPER EDITORS

Presented By The
DODGE DEALERS
OF AMERICA...
SATURDAYS - 9-10 P.M. (E.S.T.)
ABC-TV COAST-TO-COAST

AWRT Maintains 11 Chapters In America



By
**BETTE
DOOLITTLE**

**AWRT Eastern Area
Vice-President**

IT WAS a year full of progress for American Women in Radio and Television, Inc. A year in which membership grew to an all-time high of 1,325. President Jane Dalton of WSPA, Spartanburg, S. C. and all of AWRT are to be congratulated on the growth of the organization, its increased activity and the valuable service to its members in the bringing together of women with something in common — employment in the broadcasting industry.



The exchange of ideas and information when it is undertaken by women is always of great and far-reaching importance and has been demonstrated in AWRT. We have seen small local chapters form with no more than the seven required minimum of members, women who got together to exchange ideas and information, and within a few months that membership has doubled and even tripled with a program of activity underway which reached all the women in the area in the broadcasting field, cooperating in community and industry projects and furthering their own value and stature by **helping one another**.

AWRT's 1,325 members come from every state, Alaska, Hawaii, Puerto Rico and Canada. There are 26 chapters, with eleven of them chartered in 1955. The majority of members are employed by radio and television stations and networks in widely diversified jobs: broadcasters, disc jockeys, administrators, program directors, continuity directors, lawyers, owners, librarians, and women in traffic, writing, publicity and promotion, education, film, sales and music.



Another important segment comes from advertising agencies, package agencies and public relations firms. These women are account executives, administrators, writers, actresses, publicists and in agency production. Companies that want to reach Mrs. Consumer have home economists and consumer service women in membership, too. Government agencies and public service organizations also

are represented. There are also many freelance writers and performers, casting directors, researchers, industry consultants, and women writing for the important broadcasting trade press.

AWRT has demonstrated that it has something of value for every woman who is employed in broadcasting, either part or full time, wherever she might be.

News and Views, the AWRT monthly newsletter continues to carry news to every member. All chapter activities are reported, outstanding success stories of members and reports from its board and national committees.

Eleven national committees function in AWRT: Eligibility, Constitution and By-Laws, Membership, Projects, Public Relations, Scholarship, Publicity, Information Services, Convention, Industry and Information and Chapter Services. The latter two are new committees, having been created in 1955.



The AWRT 1955 Convention held in Chicago in May, was the largest in its history, with a registration of 529. The first AWRT Scholarship was awarded to Heather Woodard, 21-year old student at the University of Miami. Panels, speeches and business meetings gave to every delegate useful information, and more significantly, **inspiration** to improve her own work and contribute her share to the progress of the industry. The McCall Award again was a highlight, with seven women in radio and television receiving gold mikes as symbols of their achievements and service to the listening and viewing public.



The AWRT Scholarship deserves special mention here, since it is the pioneer effort by women in broadcasting to encourage college women to enter the field. The \$500 cash award is given to a woman in her junior year in college, who is majoring in radio and/or television, and with the scholarship goes the guidance and counsel that the winner may draw upon from the membership of AWRT. The Scholarship can be best described as the faith and enthusiasm radio and television women have in their own work and in the future of the industry.

AWRT has great plans for the future. The national convention will be held in Boston in April of 1956, with Heloise Parker Broeg of WEEI as Convention Chairman. In 1957 the convention will be in St. Louis, and in 1958 the West Coast.

AWRT has come a long way since its organizing convention in New York City, in April, 1951 when it had a total of 358 members. But we consider our work only begun and will continue our efforts to build the organization.



DONALD WOODS

YOUR HOST ON

THE DAMON RUNYON THEATRE
CBS-TV

THE WOOLWORTH HOUR
CBS-RADIO

Exclusive Representative
MARTIN GOODMAN

Judson 6-1180

Public Acceptance Is Sales Barometer



By
**DR. W. R. G.
BAKER**

Vice-President of the
**General Electric
Company**

WE can expect significant developments in electronics in 1956, perhaps even greater than the progress achieved in 1955.

During the year just ended, General Electric Company introduced lightweight portable television sets, convertible clock radios and transistorized portable radios which were considered as outstanding innovations in the consumer goods market. The heavy public acceptance of these items was a reliable barometer indicating that the developing trend toward compactness and portability will be with us for some time. This trend will make itself felt not only in consumer goods lines, but in other products as well.



The trend to miniaturization which we can expect in 1956 goes hand in hand with that of compactness and portability. The year 1955 saw advancements in printed wiring, micro-miniature ceramic and metal tubes, and micro-power transistors. Next year, we can expect a furthering of developments along this line—only one of which will be a tiny resistor-capacitor network assembly now undergoing refinement within our General Electric Electronics Division.



In the field of broadcast equipment, we pioneered in 1955 in equipment which moved television broadcasting to the highest transmitting powers allowed by FCC, thus insuring better reception in fringe areas. And, to meet the demand for industrial television, an area which will see heavy commercialization in 1956, General Electric made available new

high-quality camera equipment, with improved camera tubes. Similar progress was made in cathode-ray tubes during the year.

Our mobile communications equipment line also saw substantial improvement during 1955, and we paid considerable attention to microwave relay systems. A new laboratory of the G-E Electronics Division was established during the year at Palo Alto, Calif., for this latter purpose.

For defense, we are continuing our development of more powerful and more efficient radar equipment, and are placing more emphasis on electronic defense systems. To accomplish this, our Electronics Division was reorganized just before the turn of the year, to bring about a closer coordination of our Company's military electronic businesses.



This organizational realignment, however, was not concerned with military electronics alone. It also was designed to help us keep pace with the great steps forward which are anticipated in the next five years in industrial electronics including such areas as semiconductors, computers, and automation.

The electronics industry heard the last-mentioned word—automation—with abundant repetition in 1955. Undoubtedly, we will hear more of it in 1956 and the years beyond. It is a catch-all word which is meant to sum up everything the industry in general has been doing to manufacture equipment in the most efficient manner possible.



Whether we think of automation in its true sense—that is, the programming of machines by electronic control—or in the sense of achieving increased mechanization with more intricate systems of conveying goods—the ultimate desire is still the same. We have as our goal the primary objective of improving processing and assembly operations so that the consumer, in the long run, will get a better product at the most economical price possible.

As we see it, the technology of automation is only part of the program for progress which will lead us to new horizons in 1956 and the years ahead.



The Adventures of Ozzie and Harriet televised every Friday night over the ABC-TV network.

Public Interest Campaigns Get Results



By
**GORDON C.
KINNEY**

**Radio & Television
Director The
Advertising Council**

IT IS nice to be able to report, in this Annual, that the past year has seen a sizeable increase in the time, talent and circulation contributed by broadcasters and advertisers to public service information campaigns. More television and radio circulation was given to more campaigns of government agencies and private organizations last year than in any previous year. And the outlook for even broader broadcasting support of public interest projects in 1956 is very bright.



The number of network television programs and advertisers that cooperate with The Advertising Council in supporting its campaigns continues to grow. More and more filmed TV shows are finding it possible to insert public service appeals. The many multi-sponsored TV shows are now devoting time to these vital projects. Even the most expensive spectaculars and special shows are sharing time with campaigns in the public interest. The drive of the Council to enlist the help of television's biggest programs in the best time periods—and thereby assure public interest campaigns, the largest audiences and best that TV has to offer—is succeeding.



It is the Council's goal to have the cooperation of every network television program in Class A Time in support of important public service campaigns. This goal was nearly reached in 1955. We are confident that the few remaining programs and advertisers who have not yet joined in this important phase of broadcasting will participate in 1956. Also, as television stations increase throughout America, they bring these vital messages to new audiences, new markets—broadening further the generous support, expanding further the role of the broadcaster in the public service.

But rather than detail for you here the continuing growth of public service broadcasting and advertising, it might be best to

answer the questions, "Do these broad public service campaigns, which America's broadcasters support so generously, achieve any results? Are they effective?"

Here briefly, are reports on a few of the Council's Major campaigns:

Better Schools

- Four-years-ago, there were some 17 local citizens committees working to improve public schools. Today, the total exceeds 10,000. In 1955, there were 34 state citizen committees—an increase of 10 over 1954. In 1947 membership in Parent-Teacher Associations totaled 4½ million. Present membership is over 10 million.

CARE

- In 1955 more CARE packages were shipped overseas than in any previous year. Over one million of the so-called "Dollar Packages" were shipped during the calendar year.

Engineers Wanted

- While overall college enrollments rose 8% as of September, 1955, enrollments in engineering colleges rose 9%. Freshmen enrolled in engineering colleges were 10.4% of the overall college freshmen enrollments. This compares with a 7% figure in 1952, the year the Council originated its campaign.

Fire Prevention

- Statistics for fire losses during 1955 showed a leveling off after four years of steady increase.

Religion In American Life

- In communities mobilized around the RIAL program increases in attendance at religious services have taken place running from 10% to as high as 50%. Experience indicates that these results generally continue long after the conclusion of the program.

Stop Accidents

- In 1954 the national death rate was reduced from 11.3 per 100 million passenger miles to 6.5. While the actual number of deaths for 1955 probably will show an increase over those of 1954, it is indicated that the death rate may not be affected adversely.

U. S. Savings Bonds

- Sales of E and H Savings Bonds in 1955 were the highest in peacetime history. Cash sales totaled about \$5½ billion compared to \$4,900,000 in 1954.



Broadcasters and advertisers can be proud of their part in helping to produce results like these. If we all work to expand even further the support and effectiveness of television in these areas, we can achieve even more remarkable results in solving America's problems the voluntary way.



SAMMY KAYE

RADIO: 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

Public Relations: DAVID O. ALBER ASSOCIATES

Color TV Transition Must Be Smooth



By
JOHN SINN

President
Ziv Television Programs

IN THE past few months, it has become very clear to the television film industry that a plentiful basic supply of film programs is not enough, in itself, to attract either audiences or advertisers — particularly advertisers.

The top advertisers using syndicated films today are paying careful attention to star names, production values, script quality, and promotional opportunities. They are taking a close look before they bet their advertising chips for a whole season.

But, we've learned, when they find a show that measures up, they don't skimp on their program budgets. Quality, more and more advertising executives fully realize, has to be purchased — not bargained for.



We are very proud of the fact that we have a very low turnover in our clients, year after year, and a very high renewal rate on shows continuing in production. In fact, more than 75% of the clients with which we started out some six seasons ago are still on the roster of Ziv Tv sponsors.

The continuing quality of the film series we have delivered to our clients has built their confidence in us. And, the confidence of our advertisers has enabled us to map out a production goal for 1956 that is expected to be 38% over the level of 1955 — a year in which we produced more than 3.2 million feet of program film footage and 428,976 feet of special custom commercials at our Hollywood studios.



As you might imagine, the number of man-hours and the amount of talent that must be poured into such an ambitious schedule is enormous.

Take actors, for example. We have been able to attract top marquee names — like Barry Sullivan, Richard Carlson, Broderick Crawford, David Brian — and others to star in our telefilm series by paying top prices, and by proving that they will get nationwide

exposure on television that rivals any other medium in existence.

But telefilms can't be made with stars alone. You need supporting players, character actors, extras. They, too, must be of a high calibre to maintain your overall quality.

At our Hollywood studios recently, we inaugurated what is probably the biggest schedule of talent auditions ever seen in the film industry. We will screen groups of actors and actresses of all types twice a month, and hope to find as many as 250 "new" faces for our \$12 million 1956 production schedule.



Why are we forced to hunt for "new" faces in Hollywood, the talent center of the worldwide film industry? It's true there's no particular shortage of acting talent. But television, and television filming, has grown so extensive that we must enlarge this talent pool, since we and others are constantly using it. Fresh faces help us to maintain freshness in our productions — particularly those of a semi-documentary nature, such as "Man Called X," "Highway Patrol," and "I Led Three Lives" and dramatic anthologies like "Science Fiction Theatre." And, it ultimately helps to build large program audiences for the advertiser's commercials.

This is only one facet of the problems that face us as a leading telefilm producer. We constantly search for top-notch writers, and have employed such well-known TV dramatists and screenwriters as Jerome Lawrence and Robert E. Lee, authors of "Inherit The Wind"; Robert L. Smith, who scripted "Sudden Fear"; Jo Pagano, Gene Levitt, John Larkin and many others. We have sought out the top directors, producers, cameramen, technicians, lighting experts. Everything, from the raw film stock you use right through to your distribution organization, must be top calibre. Otherwise, a weak link in your chain will lower your over-all quality.



It all adds up to one thing. As film producers, we feel that our primary responsibility is to deliver a quality product to our customers. At the same time, we also feel a responsibility toward the millions of viewers who watch Ziv-produced telefilm shows in over 280 cities in the United States.

The viewer of today is getting more and more selective in his choice of viewing fare. But we at Ziv Television Programs feel confident that we will prove equal to this challenge, and that we will continue to play a major role in an industry which will forge beyond the conventional lines as they are drawn today.



IGOR CASSINI

“MILLION DOLLAR SHOWCASE”

New Television Broadcast Techniques



By
**DAVID T.
SCHULTZ**
President
**Allen B. Du Mont
Laboratories, Inc.**

PROBABLY the most significant occurrence during 1955 at Du Mont from a television broadcast industry standpoint was our decision to discontinue television network broadcasting, to spin-off our broadcasting properties as a separate corporation, The Du Mont Broadcasting Corporation, and to concentrate upon furnishing technical equipment to the industry.

Du Mont had participated in television network broadcasting since 1946, and in the succeeding years we made many contributions to the development and growth of nation-wide television as we know it today. With the type F.C.C. allocation plan under which the industry is now operating, there is no likelihood in the near future that there can be enough strong television outlets in major markets to support four network operations.



With the spin-off of our broadcasting properties in December, Du Mont Laboratories divorced itself from broadcasting. Our direct interest in television broadcasting is now to provide service, transmitting equipment, and new technical advances at the transmitter, studio and film making levels to broadcasters and film producers.

An example of the technical advances and service which Du Mont is equipped to provide is the Electronicam TV-Film System. In this completely new concept for the making of motion picture films, all of the electronic advantages of live television broadcasting are combined with motion picture techniques so that highest quality film can be made in a fraction of the time required by conventional methods.



The camera units of the "Electronicam" combine an image orthicon view finder with a specially-adapted 16mm or 35mm motion picture camera, using a single common lens

system. As a result, film directors, producers and all members of the creative team see the action that is being filmed on television monitors exactly as the motion picture camera sees it. There is no need to wait to see results of a day's shooting. It is seen instantaneously on the monitors by all persons concerned.

The "Electronicam" is a complete system which includes monitors, television switching control units, and matting amplifiers. An editing master film is made electronically while the high definition film is being shot, and this editing master is recorded complete with wipes, fades, laps, super-impositions and other special effects.

In the broadcast equipment field Du Mont pioneered again with a completely new method for live color television pick-up. Called "Vitascan", this new system enables a television station or closed-circuit broadcaster to present live color television without the need for expensive tri-color cameras and their problems of registration, long warm-up time and numerous highly-trained technicians.



This is accomplished by scanning a scene with a beam of light and using photoelectric cells to pick up the reflected light and convert it to electrical energy. In the "Vitascan" system, the scanning is done by a cathode-ray tube and the reflected light is picked up by multiplier phototubes which not only convert the light to electrical energy but multiply it many times. Correct signals for color transmission are achieved through the use of color filters placed in front of the phototubes.

"Vitascan" is actually the reverse of usual television techniques. In "Vitascan", what appears to be the camera is actually the light source or scanner. Above the studio, where floodlights would ordinarily be, are the multiplier phototubes.



Because "Vitascan" works on the principle of a reflected beam of light, the action must take place in a light-tight studio. So that actors can see in the studio, stroboscopic lights flash on 60 times a second during the blanking interval when the cathode-ray beam is shut off.

The "Electronicam" and "Vitascan" are two of our most recent developments to serve the television broadcast industry. Du Mont continues its basic research in transmitter circuitry, studio equipment, optics, film production and color television transmission to give broadcasters the best technical products and service.



LEE GRAHAM

Mutual Broadcasting System-Radio — WABD-Dumont Television

Cuban Annual Ad Investment \$7 Million



By **GOAR MESTRE**
President, Circuito
CMQ, S.A.

CUBA'S first TV license was granted to CMQ early in 1950 and our Channel 6 transmitter went on the air in mid-December of that year, before our television building, adjoining our radio installations in Radiocentro, had been completed. A 5 kw transmitter, with a 3-bay superturndstile antenna on a 200 ft. hurricane proof tower atop the television building, was inaugurated together with two iconoscope film chains and four projectors and two studios, with two cameras each, plus a mobile unit equipped with microwave and cameras.



A small 16 mm film processing laboratory was installed in order to provide adequate facilities for the production of TV commercials, and the usual provisions for a reasonable amount of scenery and props were also included.

On March 12, 1951, the official inauguration of CMQ-TV took place with the attendance of the highest Cuban authorities, including the President of the Republic and a group of U. S. advertising agency representatives, newspapermen and editors of trade magazines, who came to Cuba as guests, to join their Cuban colleagues on the eventful occasion.

From the very beginning of television in Cuba, it became evident that response to the new medium, on the part of the advertisers and the general public, was surely to exceed our fondest expectations. By the end of 1951, CMQ-TV was in the black, the number of live programs was far greater than could be adequately handled with the existing facilities and there were more than 25,000 TV-homes in Greater Havana.



In November, 1951, CMQ inaugurated in the city of Camaguey, the first of four TV stations in the Interior of the island which were to make up its national network, for which both advertisers and the general public

had been clamoring since the inception of television in Havana, less than a year before. In March and April of 1952, additional transmitters went operative in the cities of Matanzas, Santa Clara and Santiago de Cuba, and our Video Recording Department was ready to handle over 20,000 feet of 16 mm film daily, containing all of CMQ's 6 hours of daily program fare. By May 1st, 1952, our national TV network was a reality and TV had come within the reach of nearly 70% of all Cuban homes.

While this expansion in our transmitting facilities was taking place, additional studios and cameras were being added in Radiocentro and by mid 1952, the number of studios had increased to five, the mobile units to two and sixteen cameras were in daily use.



While there are no official figures available, we estimate that total advertising investment in the television medium in Cuba is currently approaching a figure equivalent to seven million dollars a year, a substantial share of which is being invested in the CMQ-TV network. This is due to CMQ's superior programming, which commands at all times an audience in excess of 50% of all sets tuned in at any one time.

Program ratings in Cuba are undergoing the same process which has been observed in the United States and while three years ago it was not uncommon for a top program to hit a rating of over 60, today there is only one program on Cuban television that exceeds 50, and those that exceed 40 can also be counted with the fingers of both hands. At CMQ, however, when a program does not obtain a rating of more than 25, we seriously begin to consider throwing it out the window.



Summing up, boldness in programming, boldness in creative selling, and a tremendous expansion in technical facilities, have made CMQ-TV grow spectacularly during the past five years. What the future holds for Cuban television, greatly depends on the general over-all economical situation of the country which, in turn, hinges to a greater extent than most people realize, on what happens to U. S. purchases of Cuban sugar.

This little island in the Caribbean, everyone knows, is among the world's best and largest consumer of U. S. manufactured and agricultural products, having one of the world's highest per capita rates of consumption of such products. The extent to which television will participate in the overall advertising picture greatly depends on the demand for such imported or locally manufactured goods.



JEAN MARTIN

ABC-TV

Syndication Now Permanent In TV Field



By
**DAVID V.
SUTTON**

Vice President
in Charge of
MCA-TV Ltd.

DESPITE some comments to the contrary, I think 1955 saw syndicated television reach a mature stage. I think further that syndication has become one of the basic mainstays of the medium, and 1956 will see it established even more firmly.



Many previously notable trends became more in evidence in 1955 and will play an important part in shaping the future of syndication in the year to come. In 1955, these four factors underlay the development of most national trends: the emergence of top-quality productions filmed expressly for syndication; the rating success achieved by syndicated shows even when paired against well-known network fare; the choice time periods obtained by syndicated properties, notwithstanding the general "tightness" of prime time experienced by the industry as a whole; and finally, the entering en masse of the medium by a big number of national advertisers.



With the emergence of the dramatic spectacles during 1955 by the networks, tv film distributors met the challenge with quality products. In line with the trend of handling only top-quality shows, MCA-TV, for example, in June, 1955, released a work of Lloyd C. Douglas for presentation on television for the first time. "Dr. Hudson's Secret Journal," based on the novel by the eminent author, has presented the film buyer with the opportunity of sponsoring a show of quality with originality and the opportunity of associating his station or product with the works of one of the most distinguished writers in the literary world. This is the trend which became so evident during 1955 and will be of primary importance if syndication is to present the type of product that can pull high ratings against a national show.

Given a good time period, a high-quality show made for syndication can match the rating of a network show. Carrying this one step further, there is little doubt that a good syndicated show, given broad coverage, can offer fierce competition to a network presentation. Using MCA-TV's own highly successful "Waterfront" series as an example, we found that in 34 ARB metropolitan market reports listed as carrying the series, an approximate 4,200,000 homes watched the program out of a potential of 15,900,000 unduplicated homes. This is a highly respectable audience level for any show, syndication or net.



As a result of proving they can attain high ratings, syndicated shows are now able to obtain prime telecast time. For example, "Waterfront" was able to obtain prime evening time in such major markets as: 8:00-8:30, Wednesday, Houston; 8:30-9:00, Friday, in San Francisco; and 8:30-9:00, Thursday, in Portland, Oregon. These are time slots once considered the exclusive domain of the networks. It is interesting to note that even in markets where "Waterfront" did not get prime time, like Philadelphia, where it is telecast Sundays 6:30, the high quality of the show earns a 35.6 rating which ranked eighth in the market among all shows, network or local origination.



There is still another vital factor to be taken into consideration when attempting to define the scope of film syndication. There is the sponsor's angle. Many of the nation's biggest and most astute advertisers have realized the value of syndication, as evidenced by their entering the medium en masse. The list of major advertisers now using syndication reads like the blue book of advertising. Such important sponsors as Procter and Gamble, Standard Oil Company, Ford Dealers, Coca-Cola Dealers, Liebman Breweries and Heinz Company have entered syndicated television in the past. Major advertisers found they could purchase syndicated fare and get prime time rather than go into fringe network time. This allowed the advertisers to slant their campaign toward the consumer situation in the market and maintain one theme through their advertising campaign.

Today in any evaluation of television, syndicated TV must be considered a major factor in the broadcasting industry. We are headed toward a stabilized business year. It is apparent that syndication is moving ahead into a permanent and prominent position in the nation's most dynamic advertising medium.



FRED ASTAIRE — CHARLES L. CASANAVE

FRED ASTAIRE DANCE STUDIOS

187 PARK AVENUE • NEW YORK 22, N. Y.

PLAZA 9-5800

65 TV Stations Across Canada By 1958



By
**JULES
LaROCHELLE**
Canadian
Correspondent
Radio Television Daily

THE Canadian radio and television industry in all its phases recorded further sharp growth in 1955 and outlook for 1956 is declared highly favorable by all those connected with the industry — either in the broadcasting, advertising and manufacturing ends.

Numerous other outlets were initiated during the year, both for television and radio broadcasting and it is now estimated that television coverage spreads to reach over 10,000,000 Canadians, while radio coverage, of course, is pretty near the 100 per cent mark.



Canadian manufacturers of television and radio sets report higher production and sales for the year 1955. It is estimated that already Canadians have spent more than \$500,000,000 for television sets and other related appliances thus far. There are at present some 1,600,000 black and white TV receivers in homes across the country. For this year, official associations report that when final figures become available it will be shown that 1955 tv set sales amounted well over 750,000 units. (Latest official figures indicated that in the first eleven months of 1955 there were 690,071 TV sets sold, compared with 530,350 in the corresponding period of previous year. Value of television sets sold in the eleven month period of 1955 was \$209,160,249). There was a decline in average value of sets in that period — from \$348 year before to \$303 in latest period.



As for the sales outlook of tv sets, makers feel that growth will not be as pronounced in 1956 but the market just the same is not expected to ever become saturated. They point out to the experience of the radio receiver market where despite the fact that television has given stiff competition to the older system, sales have continued at high level right along.

As far as the broadcasting end of the radio and television industry, conditions remained

favorable. Advertising revenues were good, especially for television operations. Also, radio broadcasters managed favorably despite the fact that they had to considerably re-arrange program schedules.

An important development in the year and one that will have an all-important bearing on the future of the whole television broadcasting business was the progress reported in the cross-country 3,800-mile coast-to-coast microwave system. Using 135 relay points to make simultaneous transmission of nationwide TV programs, the system is expected to be completed on schedule by 1958.



Contract for the giant network was awarded to the Bell Telephone Company of Canada, acting for the Trans-Canada Telephone System, an association formed of Maritime Telephone & Telegraph Co., New Brunswick Telephone Co., Bell Telephone Co. of Canada, Manitoba Telephone System, Saskatchewan Government Telephones, Alberta Government Telephones and the British Columbia Telephone Co. The seven members are responsible for construction in areas they serve. Also to extend the French-language television network in Eastern Canada, the Canadian National Railways and Canadian Pacific Railway Company have opened micro-wave networks from Montreal to Quebec City — which is now used by the CBS — and further contract has been awarded to push the service from Montreal to Sherbrooke, Que., as far east as Rimouski, Quebec. The railways have also developed a network between Toronto, Hamilton, Kitchener, Wingham, London and Windsor, in Ontario.



Latest compilation available showed that the following Canadian cities were serviced by private television stations: St. John's, Nfld., Sydney, N. S., Charlottetown, P. E. I., Saint John, N. B., Moncton, N. B., Jonquiere, Que., Rimouski, Que., Quebec City; Sherbrooke, Que.; Hamilton, London, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, all in Ontario; Brandon, Man., Saskatoon, Sask., Regina, Sask., Lethbridge, Edmonton and Calgary, Alberta, Peterborough, Kingston, Sault Ste. Marie and Port Arthur, Ont. The CBS operated TV stations at Halifax, N. S., Montreal, Ottawa, Toronto, Winnipeg and Vancouver. Of the immediate future as far as television stations additions is concerned, private interests maintain that they could have up to 65 stations operating across Canada by 1958 — if more than one outlet is permitted in all centers.

Seen Coast to Coast
Monday Through Friday
7:00 P.M. EST., ABC-TV



Burr Tillstrom's
KUKLA, FRAN
and OLLIE



with **Fran**
Allison

SPONSORED by the GORDON BAKING COMPANY
in NEW YORK, CHICAGO, DETROIT and ELKHART, IND.

Produced by BEULAH ZACHARY

Directed by LEWIS GOMAVITZ

Assistant to BURR TILLSTROM — JOSEPH LOCKWOOD

Music by CAROLYN GILBERT

We Are an ABC-TV Co-op Program

Radio-TV Members Boost Press Corps Total



By
**LOUIS P.
LOCHNER**

President
Overseas Press Club

THE Overseas Press Club of America was organized in 1939 under the leadership of Wythe Williams, veteran New York Times foreign correspondent, as an association of journalists who have served or are serving American newspapers, news associations, magazines, radio and TV abroad as foreign correspondents or photographers.

Beginning with 40 charter members, the Club now numbers 1500 and includes virtually every foreign correspondent whose name has become familiar through radio and television appearances, or by his or her byline in newspapers and other periodicals.



In December of 1954, the Club dedicated the Memorial Press Center, a beautiful brownstone club house at 35 East 39th Street, New York, to the memory of over eighty American correspondents on overseas duty who gave their lives during and after World War II so that a free press might continue in a free world.

The furtherance of freedom of speech, press, and assembly is one main aim of the Club. During 1955 it has supported efforts to liberate American journalists in several Latin-American countries who were arrested by dictatorial regimes. It has insisted upon a fair inquiry into the murder of Gene Symonds in Singapore, and has championed Dr. Alberto Gainza Paz's right to regain ownership of La Prensa of Buenos Aires, wrenched from him by Juan Peron.



In October, 1955, the Club joined the Americas Foundation in sponsoring a two-day Assembly on News, Knowledge and Freedom in the Americas, held in the Memorial Press Center. Problems of inter-American interest were discussed with intimate frankness by a gratifying array of publicists and savants from both continents, among them Dr. Gainza Paz, and general chairman of the Assembly;

former President Eduardo Santos of Colombia, publisher of El Tiempo of Bogota; A. A. Berle, associate professor of law, Columbia University; former President Galo Plaza of Ecuador, and Spruille Braden, president of the Pan-American Society.

The Club maintains cooperative relations with the International Press Institute at Zurich, Switzerland. It helps combat the growing tendency in government to render access to information to which the public is entitled, increasingly difficult.

The Annual Awards Dinner, held at the Waldorf-Astoria in April, 1955, was the high-point of the year. An inspiring address by U.S. Senator Margaret Chase Smith preceded the presentation of a series of awards to foreign correspondents for exceptional journalistic and photographic work.



At the Club's Tuesday afternoon "at homes" members returning from overseas assignments have reported intimately and authoritatively on the political, social, and economic situation abroad, often speaking off the record.

The Club appeared on the air repeatedly during 1955. Principal event in this category was the NBC Producer's Showcase in November. This TV show was produced for and with the Overseas Press Club. Club members also participated in an NBC panel discussion on Disarmament, with Harold Stassen as guest. Others contributed a WNYC program on Freedom of the Press. The CBS Overseas Round-up by this network's foreign correspondents has become an annual luncheon feature of the Overseas Press Club's Christmas season. The CBS colleagues are plied with searching questions.

One of the most popular features of 1955 Club life was a series of regional dinners, or "national nights," which acquainted the members with the history, customs, arts, and cuisines of France, Israel, Greece, Hawaii, India, Austria, Mexico, and Norway.



"Book evenings" centering about works of Club members proved impressively stimulating.

One of the Club's many services is that of a Placement Committee, which finds jobs for many members; another is a Group Insurance Plan which furnishes members inexpensive protection of life and health.

The Club publishes a weekly BULLETIN which keeps the membership informed both of the Club's doings and the whereabouts, nature of work, and personal data of the 1500 members. A Who's Who of the membership is in process of publication.



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NETWORK RADIO FOR SMALL-SPACE ADVERTISERS!

Sometimes network radio is labeled "Big Advertisers Only." But ABC Radio offers smaller budgets network radio in "bite size." Programs or segments . . . there is a plan tailored to fit every need . . . completely flexible, surprisingly economical. Get all the facts today from your ABC radio representative. This is *your* opportunity to sponsor network radio . . . still the biggest medium for broadest coverage and greatest circulation at lowest cost.



. . . the new sound
of ABC Radio

7 West 66th St., New York 23, N. Y., *SUSquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *ANdover 3-0800*
277 Golden Gate, San Francisco, Cal., *UNderhill 3-0077*
1539 N. Vine St., Hollywood 28, Cal., *HOLlywood 2-3141*

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	FReport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WKBS	Plancr	6-6700
WLIB	MOnument	6-1800
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WRCA	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	Whitehall	3-3600
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WQXR	LAKawanna	4-1100
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WCBS-FM	PLaza	1-2345
WFAS-FM	White Plains	9-6400
WGHF-FM	LEXington	2-4927
WNRC	New Rochelle	6-0800
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	Whitehall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LACKawanna	4-1100

TV Stations

WABC-TV	SUsquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BARclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	Circle	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	LEhigh	5-1000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	LONGacre	4-8000
National Broadcasting Co.	Circle	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	2-4644
Guy Bolom	MURray Hill	5-1300
The Bolling Co., Inc.	PLaza	9-8150
The Bronhom Co.	MURray Hill	2-4606
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.	PLaza	5-0376
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Farjoe & Co., Inc.	JUDson	6-3100
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MURray Hill	5-8700
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Rohert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bstg. 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. Roymer 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.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3719
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELDorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Bow Company	PLaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Calkins & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgenell-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Stears & Shenfield, Inc.	BRyant	9-0445
Donohue & Carr, Inc.	COLUMbus	5-2772
Doremus & Co.	WOrth	4-0700
Dawd, 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
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 Keiz Co.	MURray Hill	7-0250
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
Norman Craig & Kummel	Plaza	1-0900
Peck Adv. Agency, Inc.	Plaza	3-0900
Fletcher D Richards, Inc.	Judson	6-3400
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
St. George & Keyes	Plaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
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
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Plaza	5-0404
Advertising Agency	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting-Teletasting	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	2-1760
Sponsor	Murray Hill	8-2772
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	Circle	5-8410
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	Eldorado	5-1076
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	Circle	6-2431
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
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Circle	6-7536
Station Representatives Assn.	Murray Hill	5-4141
Writer's Guild of America	Plaza	7-3317

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	Templeton	2-8600
Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
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 Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Judson	9-4500
Allen A. Funt Radio Productions	Plaza	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
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
Prockter Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	ORegan	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Rye, N. Y., RYE	7-1322
Henry Souvaine, Inc.	TRafalgar	3-1158
Richard Stark & Co.	REgent	7-9608
Television Screen Productions, Inc.	Murray Hill	2-8877
Transtilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	ELdorado	5-0734
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
Freerick W. Ziv Co., Inc.	Murray Hill	8-4700
Ziv TV Programs	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
WBZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EASgate	7-6860
WEAW	Ambassador	2-1128
WEDC	CR	7-4108
WGES	SACramento	2-1700
WGN	Michigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	State	2-5466
WLS	MONroe	6-9700
WMAQ	SUPERior	7-8300
WMBI	Michigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	State	2-1357
WFMT	State	2-5668
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	Michigan	2-7600
WNBQ	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
Farjoe & Co.	DEloware	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 McGillvra, 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 Fetry & Co., Inc.	WHitehall	4-0011
William G. Rambou 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, Morley & 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
Beaumont & Hahm	RANdolph	6-6181
Blackett Hill	SUPERior	7-6500
Bozell & Jacobs, Inc.	Central	6-0870
Leo Burnett Co., Inc.	Central	6-5959
Campbell-Ewald Co.	Central	6-1946
Campbell-Mithun Inc.	DEloware	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-Greuther Law, Inc.	DEarborn	2-6424
Goodkind, Joyce & 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.	DEloware	7-5480
H. W. Kastor & 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.	DEloware	7-7860
C. L. Miller Co.	Central	6-1640
Needham, Louis Brorby, Inc.	State	2-5151
Olson Advertising Co.	State	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	Central	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RANdolph	6-9760
Ruthrauff & Ryan Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRison	7-3700
J. Walter Thompson Co.	SUPERior	7-0303
Wade 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	Michigan	2-6015
Green Associates	WHitehall	4-7440
L. S. Toogood Recording Co.	Central	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	Financial	6-4474
Herbert S. Laufman	RANdolph	6-4086

Radio and Television

TELEPHONE NUMBERS

in Chicago



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
Ziv Television Programs, Inc.	WH	4-1030

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 DEarborn 2-6757

United Press	FRanklin	2-9000
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
Business and Defense Services Administration	STERling	3-9200
Capital, U. S. (Senate, House)	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	
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
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
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
U.S.M.C., AM-TV, Info. Div.	LIBerty	5-6700, Ext. 41056
White House	NATIONAl	8-1414

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Radio and TV Broadcasters	EDucator	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

WARL	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	KEllogg	7-1100
WOL	HObart	2-9300
WOOK	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	ADams	4-5400
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUCKerman	2-7600

FM Radio Stations

WASH-FM	District	7-1356
WBUZ	REdward	6-8000
WGAY-FM	JUNiper	9-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WOOK-FM	STERling	3-7265
WRC-FM	ADams	4-5400
WTOP-FM	EMerson	2-9300
WWDC-FM	TUCKerman	2-7600

Television Stations

WMAL-TV	KEllogg	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	STERling	3-3500
NBC	ADams	4-5400

Radio and Television

TELEPHONE NUMBERS

in Los Angeles



AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA	STote	7-3619
KABC	HOLlywood	2-3141
KFAC	WEbster	8-0161
KFI	DUNkirk	2-2121
KFOX	NEvada	6-7868
KPOP	DUNkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	BRadshaw	2-3429
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 (Santo Monica)	EXbrook	4-6761
KPOL	WEbster	8-2345
KRKD	MAAdison	5-2121
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)	NEvada	6-7868
KNOB (Long Beach)	Long Beach	8-5519
KABC	HOLlywood	2-3141
KFAC-FM	WEbster	8-0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MAAdison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	BR	2-7105

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	WEbster	8-3011
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	OLive	4-3088
AM Radio Sales Co.	HOLlywood	5-0695
Atkinson Co.	CRestview	6-5032
Avery-Knodell, Inc.	WEbster	3-9583
Walter Biddick Co.	RIchmond	9-6184
John Blair & Co.	DUNkirk	7-1333
Blair-TV, Inc.	DUNkirk	1-3811

Bolling Company, Inc	BRadshaw	2-0544
The Branham Co	WEbster	1-1551
Burn-Smith Co., Inc.	DUNkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Forjoe & Co	MAAdison	6-8329
Free & Peters	HOLlywood	9-2151
W. S. Grant Co.	MAAdison	9-2653
Headley-Reed Co.	HOLlywood	4-7738
H-R Representatives, Inc	HOLlywood	2-6453
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
Oakes, Harlan G., Associates	DUNkirk	2-3200
Lee F. O'Connell Co.	OLympio	2-1313
Paschall, Barton, Co.	HOLlywood	9-3946
John Pearson Co.	DUNkirk	7-4388
Edward Petry Co.	TUcker	3171
Radio TV Representatives, Inc	OLympia	5-8582
Wm. G. Rambau Co	HOLlywood	4-0388
Paul H. Raymer	HOLlywood	2-2376
Walker Co.	DUNkirk	2-3200
Weed & Company	HOLlywood	2-6676
Western Radio Sales	HOLlywood	5-1755
Young, Adam J. Jr.	HOLlywood	2-2289

Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk	7-7305
Action in Advertising	DUNkirk	3-3115
Ad Associates	WEbster	3-7501
ADCOA	BRadshaw	2-0241
Advertising Engineers Corp.	MUtual	5039
Advertisers Production Agency	PRospect	7761
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUNkirk	7-5163
Allen, Martin Co.	WEbster	3-0734
Allied Advertising Agency	DUNkirk	7-7331
Anderson-McConnell Adv. Agency	WEbster	1-1761
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PRospect	2404
Atherton Advertising Agency	OLive	3-2246
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Banning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Bornes, John, & Assoc	HOLlywood	3-0387
Boron, Richard Co.	HOLlywood	2-5657
Bates, Ted., & Co	HOLlywood	9-2161
Bous & Ross Co.	DUNkirk	8-1107
Batten, Barton Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEbster	1-1234
Beaumont & Hohman, Inc.	MAAdison	9-2676
Beckman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Belford, Ed, Agency	STate	7-1729
Bell, Howard, Advertising	PLeosant	3-2339
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.	CRestview	4-7641
Bishop & Assoc Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOLlywood	2-5668
Bogerts, The	HOLlywood	3-6871
Boyd, John R., Co.	LOGan	1644
Bowes, Chas. Adv Co	DUNkirk	1-3881
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brand, Michael Assoc.	CRestview	6-2991
Brisacher, Wheeler & Stoff	HOLlywood	9-2197
Broadcasting Advertising	BRadshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUtual	8154
Brooks Advertising Agency	HOLlywood	4-1158

★ ★ ★ RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES ★ ★ ★

Brown, Byron H., & Assoc.	OLympia	3-2320	Irwin, Howard & Associates.	DUnkirk	8-1219
Buchanan & Co., Inc.	OLive	2-0810	Jaffe & Jaffe Adv. Agency	CRestview	1-6211
Bull, Frank & Co.	HOLLYWOOD	5-4195	Jimmy Fritz & Assoc.	HOLLYWOOD	3-3251
Burnett, Leo, Co., Inc.	HOLLYWOOD	4-7347	Johnson, J. Howard	MADison	5-8044
Buxton, Erwin	RYan	1-5541	Jordon Co., The	DUnkirk	2-2248
California Adv., Agency	HOLLYWOOD	3-3189	Juneau, C. B., Inc.	OLive	3-1770
Calkins, Holden, Inc.	WEbster	6-5145	Kaufmann, Hans E., & Co.	HOLLYWOOD	3-3800
Colvert & Perry	GRAnite	2-9544	Keane, Raymond, Adv. Agcy., Inc.	WEbster	3-9221
Campbell-Ewald Co.	DUnkirk	9-1334	Keefer, Roy & Assoc.	ANgelus	1-6141
Capes Co., The	DUnkirk	7-4255	Kellaga, Edward S., Co.	DUnkirk	7-5213
Carlson, Milton, Co.	DUnkirk	8-9464	Kelso, M. H., & Co.	DUnkirk	2-2072
Carson-Roberts Inc.	BRAdshaw	2-8366	Kenyon & Eckhardt, Inc.	HOLLYWOOD	3-2101
Cose, Jack, Adv. Counselor.	NOrmandy	1-1820	Killingsworth Co., Inc.	BRAdshaw	2-7909
Case, Roger T., Assoc.	Long Beach	7-4474	Klitten, Martin R., Co., Inc.	DUnkirk	7-8396
Castor & Assoc.	OLeader	2-1315	Landsdale, The Company	DUnkirk	5-2007
Cinema Advertising Agency	HOLLYWOOD	4-6146	Lawrence Co., The	BRAdshaw	2-5820
Citizen Advertising Agency, Inc.	VAndyke	2463	Lennen & Newell, Inc.	CRestview	1-7221
Clark, Darwin H., Co.	MADison	5-2441	Lenz, J. M., Advertising	WEbster	6-1682
Cloward, Velma, Advertising	DUnkirk	4-2558	Little & Co.	DUnkirk	9-1267
Collard, Clark, Adv. Agency	DUnkirk	7-3388	Logan, Dudley L., Adv.	DUnkirk	2-8471
Cole, Fischer & Rogow	CRestview	6-3195	Mack-Wharton, Advertising	WEbster	8-5187
Cole, Val Advertising Agency	CRestview	5-8462	MacManus, John & Adams, Inc.	WEbster	3-9569
Compton Advertising, Inc.	HOLLYWOOD	9-8107	Mann Advertising Co., Inc.	DUnkirk	2-1179
Consolidated Adv. Directors	CRestview	6-4012	Martha's Adv. Service	MADison	6-4897
Cormier, Roy, Adv.	HOLLYWOOD	2-1217	Marto, Walter, Adv. Agcy.	SYcamore	6-2239
Craig & Reed Agency	HOLLYWOOD	4-8218	Matthews, Anne D., Adv. Agency	SYcamore	2-3816
Crank Chef, Co.	HOLLYWOOD	3-5128	Mayers Co., Inc., The	DUnkirk	8-2111
Culbertson, Robert C. Adv.	BRAdshaw	2-2344	Mayne Charles H., Co.	OLive	3-0990
Culp, Earl R., Co.	DUnkirk	2-8406	Mays & Co., Advertising	TRinity	8534
Cunningham & Walsh, Inc.	HOLLYWOOD	7-6131	McCann-Erickson, Inc. (Los Angeles)	DUnkirk	5-3301
Dancer-Fitzgerald-Sample, Inc.	Hudson	2-3256	McCarthy Co., The	Richmond	9-7011
D'Arcy Adv. Co.	DUnkirk	5-3171	McCreey, Walter, Inc.	BR	2-2168
Davis, Charlie, Advertising	AXminster	3-5508	McElroy Advertising Agency	Richmond	9-2047
Davis-Harrison-Simmons, Inc.	HOLLYWOOD	3-7101	McHugh-Cather Co.	BRAdshaw	2-0233
Dennis, Robt., Adv.	CLeveland	5-6367	McKee, Burns Advertising	HOLLYWOOD	7-4218
Donald, Dick, Adv.	DUnkirk	8-2371	McLain, W. R. & Associates	NOrmandy	3-8209
Doyle, Dane & Bernbach	DUnkirk	8-2233	McNeill & McCleery	HOLLYWOOD	4-7252
Dozier & Eastman Adv.	Richmond	9-7091	Meany, Phillip J., Co., Adv.	Michigan	3601
Durstine, Roy S., Inc.	DUnkirk	8-3411	Meehl, Michael, Adv.	RYan	1-8017
Dreyfus Co. Adv.	WEbster	1-1831	Meltzer, Richard, Adv.	WEbster	8-2993
Ebberts, Dan, Adv. Serv.	Ludlo	7-9161	Mercury Adv. Agency, Inc.	CRestview	5-8502
Edwards, Adv. Agency, The	BRAdshaw	2-5616	Meyerhoff, Arthur A., Agency	CRestview	4-6863
Ehlerf, Grace	MADison	6-2227	Miner, Dan B., Co.	DUnkirk	8-3301
Eisenberg, Ralph, Advertising	CRestview	1-5196	Moeller & Sommer, Inc.	HOLLYWOOD	2-7451
Eisaman-Johns, Advertising	CRestview	1-5196	Moody, Thomas, & Associates	DUnkirk	2-0544
Enterprise Adv. Agency	MADison	9-1477	Mooge-Privett, Inc.	WEbster	6-7243
Empire Adv. Corp.	OLive	3-2764	Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Erwin, Wasey, & Co., Ltd.	WEbster	1-1211	Mottl & Siteman Adv. Agcy.	WEbster	8-6288
Fagan, O. K. Advertising Agcy.	VAndyke	2192	Mullens, Earl	HOLLYWOOD	7-6318
Fairfax, Inc.	OXnard	4-5270	Neale Advertising Association	HOLLYWOOD	1-9955
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Needham, Louis & Brorby, Inc.	HOLLYWOOD	2-2391
Footo, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	Nelson Advertising Service	DUnkirk	7-8368
Footo, Cone & Belding (Los Angeles)	MADison	9-3611	Newman, Mike, & Assoc.	REpublic	2-6211
Gardner, H. M., & Assoc.	DUnkirk	5-1474	Olen, David, Advertising	OLive	5-7290
Geissinger, W. B., & Co.	WEbster	3-7178	Paige, Erik, Adv.	HOLLYWOOD	5-6342
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	Pardee Co., The	HOLLYWOOD	2-7306
Gerstenkorn, Henry Co.	DUnkirk	7-4285	Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.)	LB	6-1259
Gill Clifford Agency	CRestview	6-1606	Patrick, Roger, Adv.	DUnkirk	5-2007
Glasser-Gailey, Inc.	DUnkirk	4-2141	Patton, George Advertising	HOLLYWOOD	2-0841
Glenn Advertising, Inc.	WEbster	3-9369	Perrett Co., The	MUtual	2388
Goldstone, Nat C. Agency	CRestview	6-1071	Porter, Wesley H., Adv.	AXminster	3-0400
Gonda, Francis D., Adv. Agency	DUnkirk	7-6126	Productive Advertising	AXminster	1-1322
Goodman, Anderson Advertising	WEbster	8-3993	Raymond, J. W. Adv. Agcy.	Richmond	7-5391
Grant Advertising, Inc.	HOLLYWOOD	1-9231	Raymond, Larry Co.	WEbster	6-8125
Gront, Gene, Adv. Agency	DUnkirk	7-3361	Rhodes & Davis	Michigan	2396
Gregory-House, Inc.	HOLLYWOOD	4-7511	Ringer, Lee, Advertising	WEbster	3-8131
Gregory, Willard G., & Co.	TRinity	0531	Robin, Lee & Arnold	CRestview	4-5853
Guerin-Johnstone Advertising	DUnkirk	5-1788	Robinson, Elwood J., Adv.	MUtual	6293
Guild, Bascom & Bonfigli	HOLLYWOOD	3-3229	Roche-Eckhoff & Lee	OLive	5-7670
Haddock & Associates	HOLLYWOOD	2-6731	Rockett-Lauritzen	REpublic	4-2106
Harrington-Richards	WEbster	3-5577	Ross, Charles, Adv. Agency	HOLLYWOOD	2-1184
Harvey, William W., Inc.	HOLLYWOOD	2-0874	Ross, Ellsworth, Inc.	DUnkirk	8-3608
Heintz & Co., Inc.	MADison	9-3181	Ross, Ray, Inc.	HOLLYWOOD	9-6263
Hicks & Griest	DUnkirk	5-1721	Ross, W. B., Assoc., Adv.	DUnkirk	8-1107
Hill, Don	MI	5149	Ruthrauff & Ryan, Inc.	DUnkirk	8-0571
Hixson & Jorgensen, Inc.	DUnkirk	8-3121	Scholtz Advertising Service	Michigan	2396
Hoel, John D., Adv. Agency	RYan	1-7131	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Houston Adv. Services Co.	DUnkirk	9-4171	Scott, M. B. Inc., Advertising	CRestview	4-5301
Howard, Bob Advertising Agency	WEbster	3-5701	Sebrell, J. B. Adv. Agcy.	MADison	6-9397
Hubley Adv. Agency	DUnkirk	2-2366	Seeds, Russell M., Co., Inc.	CRestview	4-7613
Hunt, W. H. & Associates	BRAdshaw	2-8293	Seidel Advertising Agency	HOLLYWOOD	4-0255
Hunter & Wilhite Advertising	HOLLYWOOD	4-4191	Shane, Leonard, Agency, The	CRestview	1-5683
Irwin Co., Inc.	BRAdshaw	2-5455	Shedd, Vaughn, Adv.	CRestview	1-3342
			Sheldon, Lisle Adv.	HOLLYWOOD	3-2366

RADIO TV TELEPHONE NUMBERS IN LOS ANGELES

Shelley, James P	WEBster	8-2077	Music City	Hollywood	9-8211
Steck, H. Charles, Inc., Ltd	BRadshaw	2-6403	Patin, Ray, Productions	Hollywood	2-1147
Simmons, Dean	WEBster	1-1311	RCA, Victor Division	Hollywood	4-5171
Smalley, Levitt & Smith	MUtual	5336	Radio Recorders Inc.	Hollywood	3-3282
Smith, T. Tyler, Adv. Agency	HOLlywood	3-9239	Reynolds, Stuart Prod.	CRestview	4-7863
Smith & Ganz, Inc. Adv.	HOLlywood	9-8234	Rockett, Frederick K., Co	Hollywood	4-3183
Speer Advertising Agency	RIchmond	7-9626	Rockett Pictures, Inc.	HOLlywood	7-7131
Stahl, Charles N. Adv. Agency	HOLlywood	2-7344	Ross, Jack	HOLlywood	9-4019
Stabbins, Barton A., Adv	DUnkirk	8-8131	Rourke, Jack, Productions	HOLlywood	3-7178
Stebbins, Hal, Inc.	RIchmond	9-5317	Sande, Robert	Stanley	7-2382
Steller, Millar & Lester, Inc.	DUnkirk	7-5377	Screen Gems, Inc.	HOLlywood	2-3111
Stiller-Rouse Adv.	OLive	5-8550	Snader Telecriptions Corp.	CRestview	4-6651
Stadel Adv.	HOLlywood	9-7163	Song Ads	HOLlywood	5-6181
Straus, J. M. & Co.	DUnkirk	3-5072	Steffner, Wayne, Prads	HOLlywood	3-4173
Stromberger, LaVanc & McKenzie	DUnkirk	5-2211	Stevens, J. G. Inc.	HOLlywood	4-8361
Sudler Co.	REPublic	4-2117	Stokay, Mike, Productions	HOLlywood	2-1241
Sullivan Stauffer Colwell & Bayles, Inc.	HOLlywood	4-2119	Studio & Artists Recorders	HOLlywood	4-8241
Swafford & Co.	BRadshaw	2-2781	Sutherland, John Prods., Inc	DUnkirk	8-5121
Taggart & Young	WEBster	3-8108	Telctim, Inc	HOLlywood	9-7205
Thompson, J. Walter, Co.	WEBster	3-7201	Telepix Corp	HOLlywood	4-7391
Tilds & Cantz Advertising	HOLlywood	2-1157	TV Spots	HOLlywood	5-5171
Tullis Co., Inc., The	HOLlywood	2-6333	SeeVee Co., The	BRadshaw	2-1376
Universal Advertising Agency, Inc	HOLlywood	4-8218	Television Guild Productions	HOLlywood	9-2895
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203	Thomas Co., The	HOLlywood	4-6564
Van-Scott, Inc.	DUnkirk	9-2300	Tuchman, Harris Productions	WEBster	6-7189
Victor, A. J. Company	AXminster	4-7555	Universal Recorders	HOLlywood	9-8282
Wad, Geoffrey Adv. Agency	HOLlywood	4-7457	Vitapix Corporation	CRestview	1-7191
Waldman, Harvey & Associates	RIchmond	7-5241	WRS Recording Lab	HOLlywood	5-1454
Warwick & Legler, Inc.	DUnkirk	3-1141	Wendelken, Dick Productions	HOLlywood	5-9207
Webster, R. W., Adv.	MADison	9-2283	Western Recorders	HOLlywood	3-6811
Weinberg, Milton, Adv Co	OLive	3-2300	Wilding Picture Prods of California	WEBster	8-0182
Weiser & Thomas	CRestview	5-4535	Wiley, Fletcher, Prods	HOLlywood	9-1212
Welsh, Hollander & Coleman	DUnkirk	9-1171	World Broadcasting System	OLdfield	4-2800
Wenland, Adolphe & Associates	CRestview	4-5241	Wright, Carter, Enterprises, Inc	HOLlywood	9-0044
Wessels, George M., Company	WEBster	6-7668	Ziv, Frederic W. Co	OLdfield	4-2800
West-Marquis Inc.	MADison	9-2214	Ziv Television Programs, Inc	OLdfield	4 2800
Western Advertising Agency	WEBster	8-2681			
Westwood, Tom Adv. Agency	CH	5-5051			
Whyte, Evers, Agency	DUnkirk	2-2188			
Wildor, Aivin	WEBster	8-2781			
Williams, Dallas & Sons	HOLlywood	2-6396			
Willis, Harry G., & Assoc	CHapman	5-3325			
Woolf, Len	DUnkirk	8-2361			
Wynne-Alexander Advertising Agency	PY	1-2319			
Young, M. M. Adv	HOLlywood	2-2684			
Young, Pubicam, Inc	HOLlywood	9-2731			

Radio-TV Programs and Transcription Cos.

Alexander Film Co.	HOLlywood	9-7396	Affiliated Artists Agency	CRestview	4-2697
American Broadcasting Co.	HOLlywood	2-3141	Ainsworth, Helen	CRestview	62062
Bulck, Bill	HOLlywood	3-6136	Allied Casting	HOLlywood	3-7124
B & B Recording Studios	PLeasant	6-0949	Alvarado, Carlos	CRestview	57203
Bob White Productions	WEBster	5-5398	American Federation of Radio and Television Artists	HOLlywood	4-5125
Sound TV Film Service, Inc.	CRestview	4-5847	Artigue, Louis	CRestview	6-4652
Cascade Pictures of Calif., Inc.	TEXas	0-4520	Artists Management Co	CRestview	4-4963
Cheshire & Associates	HOLlywood	9-4580	or BRadshaw	2-4531	
Columbia Records, Inc.	BRadshaw	2-5411	Artists, Ltd.	CRestview	67015
Commodore Productions	BRadshaw	2-4701	Auer, Miles, Bohm	HOLlywood	9-1691
Cooley Spade Enterprises	Stanley	7-7970	Bender Ward	OLympia	2-1465
Crosby, Bing, Enterprises	BRadshaw	2-2771	Bergerman, Stanley, & Co.	CRestview	6-9667
Custom Recorders	Stanley	7-2557	Jernie, Herman	CRestview	50117
Dudley, Television Corp.	CRestview	1-7258	Bloom, Phil, Agency	CRestview	6-1339
Eccles Recordings, Inc	HOLlywood	4-8351	Brandies, Bob, Agency	HOLlywood	5-6978
Electro-Vox Recording Studios	HOLlywood	5-2189	Business Administration Co.	CRestview	6-6781
Fairbanks, Jerry, Inc	HOLlywood	2-1101	Candlorio's, (Sante Fe, N. Mex.)	2-1391	
Five-Star Productions	HOLlywood	3-4807	Charney, William B	HOLlywood	9-1131
General Artists Corp.	CRestview	1-8101	Columbia Artists Management	MADison	62327
General Television Enterprises Inc.	HOLlywood	5-4146	Cooper, Ray	CRestview	69769
Gibson, Grace, Radio Prods	HOLlywood	9-4580	Stanley Cowan, Inc	9163 Sunset - B. Hills	
Gray, Joanne, TV & Radio Prods.	CRestview	4-5720	CRestview	6-3103	
Guedel, John, Radio Productions	WEBster	6-6291	Darrow, Agency	GRAnite	2-9514
Hollywood Central Recording Studios Inc.	HOLlywood	3-2131	Demling, Gus	CRestview	12161
Johnson, Ed Film Co.	HOLlywood	2-5566	Deuser, Lewis J	CRestview	19134
MarGregor, C. P., Sound Studios	DUnkirk	4-4191	Doaks, Virginia	BRadshaw	2-6211
Marquis, Arnold, Productions, Inc	CRestview	6-8796	Douglas, Donald	HOLlywood	4-8106
MCA-TV	SUnset	3-8894	Draesemer, Isabelle, Agency	HOLlywood	4-1782
M-G-M Radio Attractions	TEXas	0-3311	Edington-Cloutman Agency	CRestview	4-5141
			Fame Agency, 8208 Sunset - L A. 46	HOLlywood	5-2254
			Famous Artists	CRestview	51222
			Feins, Bernard	CRestview	51155
			Frings, Kurt	CRestview	1-6115
			Frye, Clinton L	HOLlywood	9-4567
			Garfield, Milton Agency	CRestview	5-5074
			General Artists	BRadshaw	2-4259
			Gertz, Mitchell	CRestview	45491
			Geld, Sid	CRestview	4-7247
			Goldstone, Jules	CRestview	51191
			Goldstore Tablo	CRestview	61071
			Gordon-Molson	CRestview	16111

Radio and TV Artists Agencies

Gregory Assts.	OLeander 5-7538	Salkow, Lester	CRestview 54505
Green, Ivon	CRestview 45129	Schwartz Agency	CRestview 55132
Greshler, Abner	CRestview 45339	Seamen, Geo.	HOLlywood 21161
Grossman, Milton M., Agency	CRestview 6-6163	Sennes, Frank	CRestview 46975
Halliburton, Jeanne	CRestview 5-5575	Shauer, M. A.	CRestview 11103
Hamilburg, Mitchell	CRestview 54171	Shaw-Wiley Agency	CRestview 5-4179
Herdon-Sherrell	CRestview 15236	Sherman, Edward	CRestview 50186
Hershon, Red, Agency	CRestview 46381	Shiffrin, William	CRestview 17261
Herzbrun, Walt	CRestview 64157	Short, Antrim	CRestview 54137
H.I.T. Agency	CRestview 1-3132	Shurr, Louis	CRestview 11116
Howard, Sam, Agency	CRestview 68370	Small, Paul	CRestview 15246
Hyde Agency	HOLlywood 22301	Snitzer, Lou-Fritschi, Al, Inc.	HOLlywood 9-6271
Ingersoll, George Agency	HOLlywood 7-0862	Somlyo, E. T.	CRestview 6-2041
Irwin, Lou	CRestview 1-7131	Stempel, Frank	OLive 21404
ITA	HOLlywood 26416	Stewart, Rosalie	CRestview 46123
Jackson, Edith	HOLlywood 7-0155	Swanson, H. N.	CRestview 15115
Jacobson, Vernon	CRestview 52545	Swaverland, Harold	HOLlywood 4-7265
Jaffe Agency	CRestview 66121	Thompson, D. H.	CRestview 12188
Katz, Fred, Agency	CRestview 6-3189	Ullman, George	CRestview 45238
Kohner, Paul	CRestview 15165	Vitt, Angie	CRestview 64484
Lance, Leon O.	CRestview 66014	Wadsworth, J. B.	CRestview 60698
Louran, J. W. Agency	HOLlywood 7-5087	Hilan Wargin Agency	HOLlywood 30604
Lazar, Irving	CRestview 56153	Weiner, Jack	CRestview 67081
Leonetti, Caroline, Ltd.	HOLlywood 2-2345	Weintraub, Murry	CRestview 1-1137
Leonard, Fred	HOLlywood 4-7546	Welch, Suey, Agency	HOLlywood 4-2461
Lesser, Ted	MUTual 7336	Wendling, Chas.	CRestview 62348
Levee, M. C.	CRestview 6-6285	White, Wm. B.	CRestview 46301
Levee, Sid	CRestview 66285	Wiley, Richard	CRestview 54179
Lewis, Henry	CRestview 55129	Wilkins, Paul	CRestview 16188
Jack Linder	CRestview 44034	Willson, Henry	CRestview 6-3201
Longnecker, Robt.	OLive 33770	Winkler, Daniel M	CRestview 17244
McConkey Artists Corp.	HOLlywood 3-7141	Woliver-Burr Agency	HOLlywood 40031
McMillan, Hazel, Agency	CRestview 1-7781	Wookey, Betty, Agency	HOLlywood 2-2301
MacQuarrie Agency	OLive 21180		
MCA Artists	CRestview 62001		
Manuel-Baird	CRestview 45288		
Marx, Burt	CRestview 17171		
Medford, Ben	CRestview 17021		
Messinger, Lili	CRestview 5-8541		
Meyers, Walter	CRestview 18161		
Mishkin Agency	OLive 20944		
Moore, Lola	CRestview 65401		
Morris, William	CRestview 47451		
Ochs, Al	HOLlywood 96470		
Oliver, Maurine	CRestview 1-6382		
Oriental Casting	CRestview 6-8475		
Orsathi & Co.	CRestview 66241		
Pearson, Ben	CRestview 4-5488		
Pomeroy Jack	HOLlywood 9-6366		
Powers-Stanley Agency	HOLlywood 20791		
Preminger, Ingo, Agency	HOLlywood 27396		
Rocomora, Wynn	CRestview 45431		
Rosenberg & Coryell	CRestview 18121		
Mill Rosner	CRestview 67023		
Rush, Art	HOLlywood 4-5161		
Ryan, Frank	CRestview 14627		

Publications

Billboard Publishing Co.	HOLlywood 9-5831
Broadcasting-Telecasting	HOLlywood 3-8181
Hollywood Reporter	HOLlywood 4-7411
Radio & TV Exchange	HOLlywood 4-0101
RADIO-TV DAILY	HOLlywood 9-3951
Radio-Television Mirror	CRestview 6-6293
Sponsor	HOLlywood 4-8089
TV Guide Publication	NOrmandy 2-3101
TV-Rodia Life	HOLlywood 4-9275
Variety	HOLlywood 9-1141

Radio-TV Audience Surveys

American Research Burcau	CUMberlin 3-3149
Facts Consolidated	OLive 3-3114
Moffett Research Co.	HOLlywood 3-5653

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Radio-TV Set Production, 1955.....See Page 39

All-American Favorites of 1955.....See Page 43

Ten Top Radio-TV News Events, 1955.....See Page 47

Estimated 1955 Automotive Advertising.....See Page 53

Keep this list of 138 Pulse TV Markets handy

*Industry's largest, most accurate sample —
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Albuquerque
Ames-Des Moines Area
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Baltimore
Bangor, Me.
Birmingham
Boise-Meridian
Boston
Buffalo
Cedar Rapids
Charlotte, N. C.
Charleston, S. C.
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, S. C.
Columbus, Ohio

Dallas
Davenport-Rock Island
Dayton
Denver
Detroit
Duluth-Superior

El Paso
Erie

Fresno
Fort Worth

Grand Rapids
Green Bay
Greensboro

Harrisburg, Pa.
Honolulu-Oahu Island
Houston
Houston-Galveston

Indianapolis

Jackson, Miss.
Jacksonville, Fla.
Johnstown, Pa.

Kansas City, Mo.

Lansing
Little Rock, Ark.
Los Angeles
Louisville
Lubbock

Macon
Marietta-Parkersburg
Mason City-Albert Lea-Austin
Memphis
Miami

Milwaukee
Minneapolis-St. Paul
Montgomery, Ala.
Nashville

New Haven
New Orleans
New York
Norfolk

Oklahoma City
Omaha

Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, Maine
Portland, Ore.
Providence
Pueblo

Quincy-Hannibal-Keokuk

Richmond
Roanoke
Rochester, N. Y.
Rockford, Ill.

Sacramento, Calif.
Saginaw-Bay City-Midland
St. Louis
Salt Lake City
San Antonio
San Diego
San Francisco-Oakland
Santa Barbara-San Luis Obispo
Scranton-Wilkes Barre
Seattle
Seattle-Tacoma
Sioux City, Ia.
South Bend-Elkhart
Spokane
Springfield, Mass.
Springfield, Mo.
Syracuse

Tacoma
Tampa-St. Petersburg
Toledo
Tucson
Tulsa

Washington, D. C.
Waterloo
Wheeling-Steubenville
Wichita
Wichita Falls, Texas
Wilmington
Winston-Salem, N. C.
York, Pa.
Youngstown, Ohio

As the service with the most subscribers, Pulse calls your attention to the huge backlog of data available for the 107 markets listed to the left; the other 31 are new markets added this year.

Let us explain the many reasons why Pulse, with the largest sampling outside U. S. Census, is winning ever-widening preference. Now well over 500 subscribers, 1955 was the biggest year in Pulse's experience, dating back to 1941. Wire or phone for details.

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Fort Wayne
Green Bay-Marquette
Greenville, S. C.
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RESEARCH ORGANIZATIONS



ADVERTEST RESEARCH

90 Bayard St., New Brunswick, N. J.
Phone: CHarter 7-1564

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National Press Bldg., Washington, D. C.
Phone: National 8-0822
551 5th Ave., New York City
Phone: MUrray Hill 7-3787
234 S. Garfield, Los Angeles, Calif.
Phone: CUMberland 3-3149

A. S. BENNETT—CY CHAIKIN, INC.

333 Madison Ave., New York, N. Y.
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CROSSLEY, S-D SURVEYS, INC.

642 5th Ave., New York, N. Y.
Phone: PL 7-5560

ELLIOTT-HAYNES LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GERard 1144

C. E. HOOPER, INC.

(Executive Office)
579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2290
Dry Hill, Norwalk, Conn.
Phone: VICTor 7-2461

RICHARD MANVILLE RESEARCH

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

MARKET RESEARCH CORP. OF AMERICA

122 East 42nd St., New York 17, N. Y.
Phone: OXFord 7-3540
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
Phone: HOLlycourt 5-4400
500 Fifth Ave., New York 36, N. Y.
Phone: PENnsylvania 6-2848

OFFICE OF RESEARCH, INC.

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

ALFRED POLITZ RESEARCH, INC.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.

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Phone: JUDson 6-3316

RADIO REPORTS, INC.

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

RESEARCH SERVICES, INC.

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

ELMO ROPER & ASSOCIATES

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

N. C. RORABAUGH CO.

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

ROSS FEDERAL RESEARCH CORP.

2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-3194

DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: MAMaroneck 9-5400
101 E. Ontario St., Chicago, Ill.
Phone: DELaware 7-2888

TRENDEX, INC.

347 Madison Avenue, New York 17, N. Y.
Phone: MU 4-4328-9

VIDEODEX, INC.

342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-8837

J. A. WARD, INC.

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By
BILL NUGENT
Staff Writer
Radio-Television Daily

COMPETITIVE belt surrounding advertising agencies stretched to new lengths in 1955. America's consumer goods makers, riding the crest of the healthiest economy in history, shuffled advertising accounts at the rate of better-than-two a day.

The "big switch" left few agencies untouched. For some, it meant new life, new power and a record-breaking share of the nation's advertising dollar. For others, the reverse was true.



Agency zig-zagging by blue-chip giants comes as no accident. It's the direct result of new concepts in today's selling. Marketing and merchandising pressures, more violent than ever because of television, enveloped practically every shop along the Madison Avenue circuit uprooting accounts that had been resting leisurely for years.

Time was when the only function of an agency was to prepare ads. This is no longer true. Today's sponsor expects a complete merchandising and marketing service. If he doesn't get it, he goes a-hunting.



A record number of agencies felt the pinch last year. Before the smoke clears from this season's hop-scotching, over \$150,000,000 in major client billings will have changed hands.

The migrants came from virtually all product fields. Two top soft-drink firms, Coca-Cola and Pepsi-Cola, diverted allegiance from agencies which had directed their spending for decades. Breweries, with combined billings of over \$25,000,000, left several of the better-known ad-sleuths crying in their beer.

Automobile and cigarette makers did their share of transplanting in the past year, too.

Studebaker named Benton & Bowles while Packard tapped D'Arcy over Ruthrauff & Ryan. In one of the biggest stories of the year, Philip Morris switched \$8,000,000 in business from The Biow Company to N. W. Ayer. L&M Filters, which grew up in Cunningham & Walsh, decided Dancer-Fitzgerald-Sample could do a better job.

Soap, drug and toothpaste companies provided plenty of ad alley gossip as did watchmakers, cosmetic firms, appliance makers, food packers and airlines.



Some of the big changes included Whitehall Pharmacal from Biow to Ted Bates; Westinghouse from Fuller & Smith & Ross to McCann-Erickson; Bulova from Biow to McCann-Erickson; Swift from J. Walter Thompson to McCann-Erickson; Frigidaire from Foote, Cone & Belding to Kudner; American Airlines from Ruthrauff & Ryan to Lennen & Newell; Toni from Weiss & Geller and Leo Burnett to North; Revlon from Norman, Craig & Kummel to BBD&O and a host of others.

Hardest-hit agency was the Biow Company. That firm had over \$30,000,000 in billings lopped off within two months. Among the winners were McCann-Erickson (upped over \$50-million in billings), BBD&O, J. Walter Thompson, Kenyon & Eckhardt, Benton & Bowles, Ted Bates and Young & Rubicam.



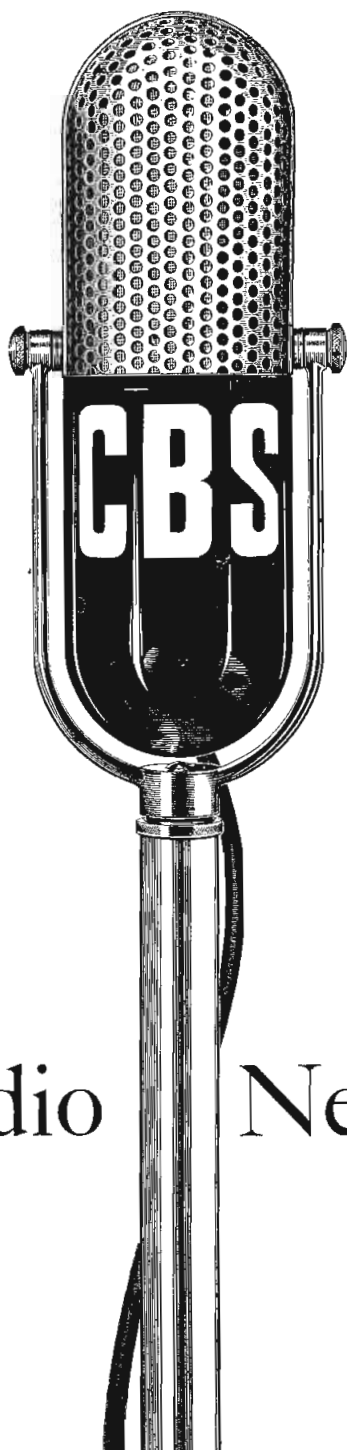
Estimates for the total 1955 advertising expenditure by American business have been placed at \$9-billion—a gain of almost 10 per cent over the previous year. A higher figure for 1956 is freely predicted.

Radio and television garnered a sizeable portion of that amount. The video medium accounted for over \$1-billion in advertising dollars representing a 25 per cent gain over 1954. With Young & Rubicam leading the pack, the top 35 agencies billed over \$800-million in both radio and television.

No knowledgeable adman would dare predict the life-expectancy of an account within his own organization. Last year's wholesale head-rolling makes that pretty clear. But one thing is certain.

Agencies can look forward to bigger billings in 1956. Just where those plums land depends on the agency itself. Ability to keep pace with today's rapidly-changing selling trends is a necessary factor for survival on Madison Avenue.

More top performers
in entertainment and
business stand behind
our microphone than
anywhere else in radio.
And as a logical result,
the biggest audiences
are tuned to the CBS



Radio Network

"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

NEWS SERVICES



Associated Press

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

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

International News Service

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

General Manager.....J. Kingsbury Smith
Associate General Manager.....Barry Faris
Assistant General Manager.....Philip G. Reed
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Paul R. Allerup

Press Association, Inc. (Associated Press)

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

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

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

Manager.....D. Kimpton Rogers
Editor.....A. W. V. King
Accountant.....Marjorie Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

Telenews Productions, Inc.

Production Offices

New York—630 Ninth Ave.....JUdson 6-2450
Executive Offices

4 West 58th St.....PLaza 9-2929
President.....Herbert Scheftel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Norman Livingston
Comptroller.....A. Douglas Comeaux

United Press Associations

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

President & General Manager.....Frank H. Bartholomew
V.P. & Ass't General Manager.....Thomas Curran
Vice-President & General Business Manager.....Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller



RICHARD BOONE

The Position of Closed Circuit Television



By
JOE MORRIS
Managing Editor
Radio-Television Daily

MOST facets of TV have a very bright future but the current candidate for the title of "Most Likely to Succeed" is the closed circuit application of the medium. There are those who predict that closed circuit TV in all its phases and fringe features will, within 10 years, be an industry with a larger annual dollar volume than TV broadcasting. This of course would include equipment manufacturing, industrial application, use in the home, in buildings, as a communication medium in education and other phases as yet undeveloped and undiscovered.



Prevailing opinion is that its role as a communication and entertainment medium will eventually be taken over by networks. This holds true both among networks and to a great extent among executives of independent companies engaged in producing closed circuit telecasts.

During 1955, new exploration in use of closed circuits brought astounding results. As a medium of entertainment, it garnered heavy financial returns; as a medium of communication, it found wide use in industry for trans-continental business conferences; as a sales tool, it was put to use selling broadcast TV to potential sponsors and was offered to advertisers as a merchandising adjunct to sponsored programs.



Currently, networks which use it, apply it as an adjunct to the TV sales department. However, the natural outgrowth of this is eventual domination of the medium's application on a commercial basis, both as a communication tool for industry and as an entertainment vehicle. First steps have been taken in this direction. Production of several telecasts sold by closed circuit firms has been network handled. The resources available to networks—for this role make it inevitable that they will dominate the field since no closed

circuit company would be able to muster equivalent staff and equipment to furnish competition.

New developments in the medium currently being rushed are large screen color and merchandising in department stores. There are five large screen color projectors available at present. The use of large screen color at first will be backed up with a safety factor of 21-inch screen color receivers spotted throughout reception locations to safe-guard against breakdowns in the large screen apparatus.

Consensus of opinion is that there will never be a sufficient number of events of national interest to support a closed circuit TV firm. However, many new theories of programming are being put into effect.



In an overlap into the educational TV area, a series of lectures will be presented this year on a commercial basis. These lectures will not be of general interest but will be aimed at specific professional groups throughout the country, presenting experts in each field in teaching roles.

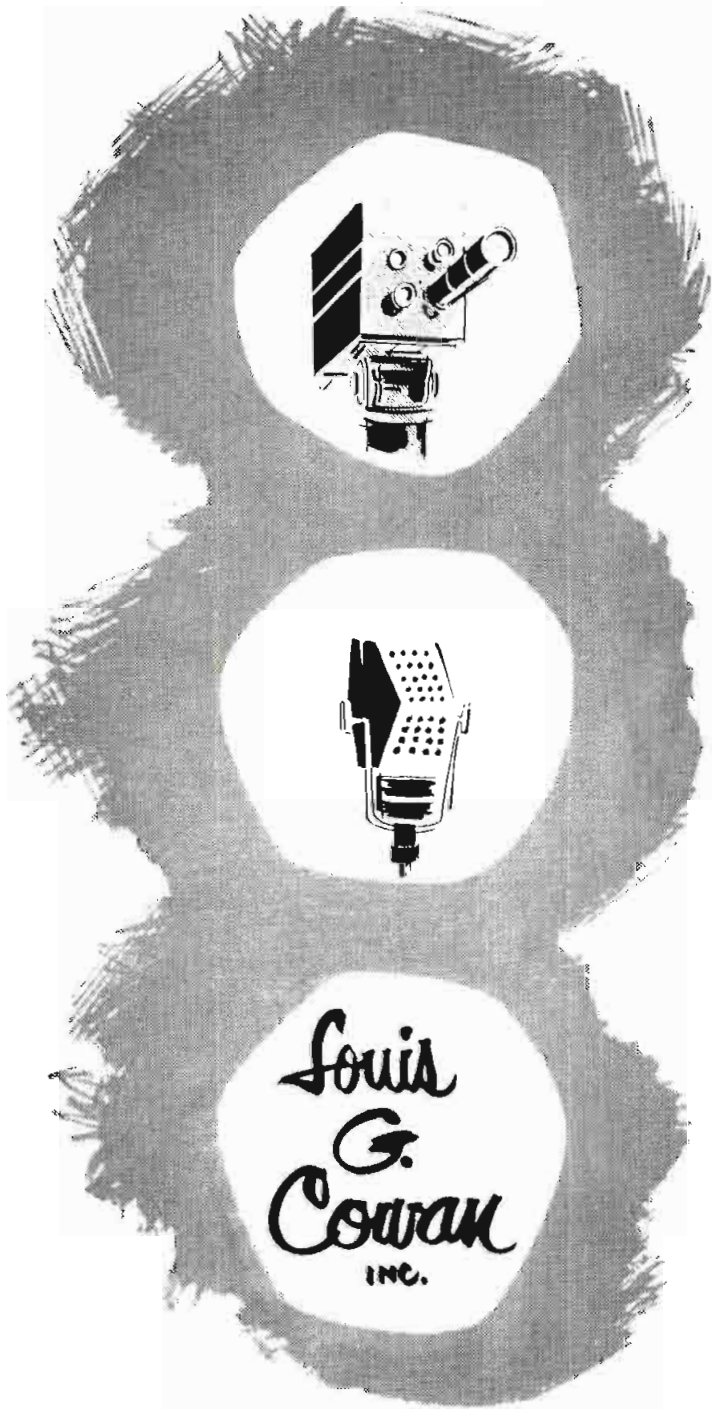
As a merchandising tool in department stores, the closed circuit TV set uses 21-inch color receivers placed throughout the store to bring customers an electronic merchandising display at one location without requiring them to make a tour of the entire building. Use of the medium in a monitoring role in factories and buildings is becoming widespread since a simple set-up using a portable-size camera and a receiver can be installed for as little as \$1,000.



Color makes the medium particularly appetizing to a client as a sales or merchandising tool since color is still enough of a novelty to guarantee him an audience motivated by curiosity about color TV if not about his product.

Currently, closed circuit TV is in a big boom as a medium of communication for large firms. One company holds a closed circuit conference each week of the year, utilizing it to approve TV commercials prepared by its various agencies. Two large advertising agencies are planning to install permanent closed circuit links between branch offices in key metropolitan centers.

In the educational field widespread experimentation with closed circuit TV is in progress on all academic levels, from kindergarten to university graduate instruction, and indications are that it may be the final answer to alleviation of the crucial teacher shortage existing throughout the nation.



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

Glowing Future Predicted for RTES



By
**CLAUDE
BARRERE**

Secretary
Radio and Television
Executives Society

ABOUT a thousand hard-headed men and women in the broadcasting business ranging from Chairmen of Boards of some of America's major enterprises down to junior Time Buyers and Salesmen belong to the Radio and Television Executives Society. Why?

We could say it's because of the inborn industry slogan of "Service." We could equally well recall the statement of an old Greek philosopher that "All of our acts are motivated by selfishness."



The growing recognition that the RTES, through its various activities, is increasingly serving the industry and the individual therein is the true answer to why so many are members and are supporting it with time, money and energy.

It is recalled that the RTES was formed in 1952 by bringing together the Radio Executives Club of New York, which was founded in 1939, and the American Television Society, junior by a matter of a few months. These two organizations resembled each other in many phases and were quite different in others. The teaming of their various qualities brought about the stronger, sturdier, organization now in its fourth year. The present membership shows a well-balanced representation amongst the networks, stations, station reps., advertising agencies, film organizations and the many other services allied to broadcasting.



How, then, is the RTES serving the industry and its members? The showiest aspect is, no doubt, its monthly luncheons, a forum attended by consistently large numbers of members and friends. It is pleasant to point to such speakers this current season as Vice-President Richard M. Nixon and George C. McConaughy, Chairman of the FCC, Bishop Fulton J. Sheen, Sir Ian Jacobs, of the BBC, Louis A. Cowan, Irving R. Levine, and special events with the American Women in Radio and Television, the Peabody Awards luncheon and the huge Christmas party. Yet these "showcases" have perhaps less weight than such things as the

Listening Post, the Time Buying and Selling Course and the Workshops.

The Listening Post is something of which the RTES and its members are particularly proud. Its intriguing name originated before the RTES was formed when a group of well-known people in the industry, on a very informal basis, endeavored to help their friends and acquaintances who suddenly found themselves in the unaccustomed predicament of being unemployed. As one of its founders put it: "We lend a sympathetic ear to our friends and keep the other to the ground to hear of openings, hence the name." Frequently, be it said, they didn't wait for openings but energetically sought out possible spots for which their friends were qualified.



With the monies collected through the Christmas parties the RTES was in a position to help the Listening Post, all of whose members also belonged to the Society. They gave it a headquarters with the necessary administrative personnel and wider publicity, promotion, etc.

It is significant that the Listening Post is not a placement service. It will not accept applications from persons who are in jobs, but insists that they must be, or officially are about to be, unemployed. Furthermore, it will not accept, as applicants, persons who are trying to get into the broadcasting field, nor those, who through other affiliation, might better be helped to locate jobs.

Each week applicants have the opportunity of sitting around the table with members of the Listening Post. This helps them to orientate themselves as well as to acquaint the Committee with their qualifications. Call it an informal screening and counseling session. The applicants are then given leads to likely openings for which they are qualified.



As can well be expected the applicants outnumber job referrals. Perhaps as much as ten to one. However, as people in key positions in the industry become acquainted with the Listening Post's services they are more and more inclined to tap this pool of available talent. The files are thick with commendatory letters from employers who found the man or woman they needed through the Listening Post. There is also quite a collection of notes of gratitude from ex-applicants.

Strict statistics of the Listening Post activities are not available. While applicants far exceed placements, it is estimated that an average of something better than four jobs a week are filled through employers and prospective employees being brought together through the Listening Post.



When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product... *you can be sure that commercial is drawing a lot of sales, too.*

Young & Rubicam, Inc.

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

Random Information Bits On Buying Habits



By
RALPH H. WEIL
Executive
Vice President, WOV

A THOROUGH follow-up on several random bits of evidence (a costly wedding dress, a pack of cigarettes, a new automobile and a tin of olive oil) will help clear up the remaining mysteries surrounding the character and activities of the Italian-language market in the U. S.



Purchase of the Wedding Dress: The wedding dress alluded to, questioning shows, cost approximately as much as a standard fur coat, which puts it into the "considered purchase" class. Obviously the family's income was such that the price was not an obstacle. As is usual, such an important purchase was carefully considered by the bride-elect and her family. With such a sum involved it was naturally selected from a shop which measured up to the entire family's prestige ideals. Their choice of a shop was directly influenced by the family's Italian language listening habits and the gown was sold either by a Fifth Avenue shop—or perhaps one in the Bronx—which has used Italian language broadcast schedules regularly for years, with intensified schedules preceding the wedding boom seasons. The family listening habits tell us something about the family tastes . . . including second and third generations (since the American-born, American-schooled bride herself is either second or third generation). With better than 95% of Italian-American New Yorkers understanding English, only a scant 5% listens because of language limitation. The others listen by choice . . . because it is a beloved part of their heritage. They want to retain it and why not? People who have never yet even visited Italy are imbued with bantering pride about the district from which their forebears originated. Programs from these "home towns" once or twice removed, fascinate the entire family. Many of WOV's produced-in-Italy features are daily broadcast fare for stations in other cities. (These are all flourishing, with the tabs picked on a multi-city basis by a single sponsor).

But The Brand Of Cigarettes Is American: Naturally it is. One of the big standard brands too. National advertisers have found they can garner a bigger share of sales for their brand by using, instead of ignoring, the Italian language broadcast way to influence the Italian Market in their favor. Automobile manufacturers and dealers have caught on to the same fact. They are frank and grateful in their acknowledgement that Italian broadcasting produces a welcome volume of inquiries leading to actual sales.



But Olive Oil Is An Italian Staple. Right again. The taste for nationally advertised American merchandise and services coexists with the taste for Italian cuisine. Nor should one overlook the fact that grocery stores featuring full lines of Italian type food products magnetize the third generation Italian-American as well as the first. They enjoy roughly the same forum type popularity as the legendary country store of earlier rural America. And incidentally, the majority of these store keepers keep radios tuned steadily to Italian language broadcasting. In New York the number of such stores is 2,700.

Therefore Sherlock Concludes: That there is no end in sight for the influence of Italian language broadcasting on that portion of the American public which is of Italian descent. Today's bride gowned in the expensive finery she acquired as the result of Italian language advertising impact is tomorrow's Italian grocery store customer. Since Italian listening is a happy part of her heritage it is also one of the best ways of influencing her choice of furniture retailer, electrical appliance shop, real estate dealer, etc. (A large summer colony in Long Island has grown up as the result of several years of Italian language broadcast advertising with the young married and middle age groups naturally accounting for the major portion of purchasers).



That if Americans of non-Italian origin are being swept up in the current fashion for things Italian (clothes and hair styles to name but two) it is clear that with Italian-Americans this taste has been fostered from infancy on and can be considered a lifetime preference.

That Italian language broadcasters, in the WOV tradition, can be counted on to keep the ear-appeal and heart-appeal of programs in prime condition, and of prime influence. They've had long experience with audiences that listen, not from language limitation but from choice.

Year-round enjoyment from **Lever Brothers Company** in 1956

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **LUX** ★
★ **VIDEO** ★
★ **THEATRE** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Top stars in "live" performances
of outstanding movie successes,
direct from Hollywood.

Thursdays on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **BIG** ★
★ **TOWN** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Hard-hitting, realistic news stories
starring Mark Stevens.

Tuesdays

in most areas, on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **GORDON** ★
★ **MacRAE** ★
★ **SHOW** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Famous singing star in his new
TV program.

Mondays 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
- **GARRY MOORE**
Wednesdays and Fridays on CBS Television
- **AUNT JENNY**
Real life stories, Mondays through Fridays, CBS Radio

Business

NETWORK BILLINGS

ADVERTISING AGENCIES

**AGENCY PRESIDENTIAL
BIOGRAPHIES**

AGENCY EXECUTIVES

**STATION
REPRESENTATIVES**

going
places...



U. S. STEEL HOUR
produced by THE STEEL CORPORATION

NETWORK RADIO BILLINGS

Estimates For Years 1955 & 1954



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 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-July 1955

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,487,140	\$ 4,181,787	\$ 1,372,532	\$ 2,744,204	\$ 10,785,663
Feb. ...	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar. ...	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
Apr. ...	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May ...	2,080,272	3,921,807	1,450,889	2,652,560	10,105,528
June ..	1,817,967	3,656,201	1,255,424	2,703,981	9,433,573
July ...	1,676,650	3,122,096	1,022,255	2,452,364	8,273,365
‡Total	\$14,992,049	\$27,063,223	\$ 9,205,231	\$18,715,886	\$ 69,976,389

† Network radio billings figures were discontinued by PIB as of Aug. 1955 because "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past."

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.

EDWIN MACFARLANE • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 DONALD CRISP • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 PAUL DOUGLAS • GUY WENDELL • JAMES HANCOCK • ANDREW HENNING
 EDWARD G. ROBINSON • DONALD CRISP • JAMES HANCOCK • ANDREW HENNING
 PETER MONROE • EDWIN MACFARLANE • JAMES HANCOCK • ANDREW HENNING
 BILLY WILSON • DONALD CRISP • JAMES HANCOCK • ANDREW HENNING
 DONALD CRISP • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 GUY WENDELL • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 WILSON • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 FREDRIC • DONALD CRISP • JAMES HANCOCK • ANDREW HENNING
 MARGARET CHERRY • JAMES HANCOCK • ANDREW HENNING • LARRY DOUGLAS
 VERNON DICKSON • DONALD CRISP • JAMES HANCOCK • ANDREW HENNING
 SIDNEY • TERESA WRIGHT • JAMES HANCOCK • ANDREW HENNING
 PAT O'BRIEN • LLOYD BRUCE • JAMES HANCOCK • ANDREW HENNING
 RAY • DAN DAILEY • JAMES HANCOCK • ANDREW HENNING



“CLIMAX!” AND “SHOWER OF STARS”

TOPS IN TV DRAMA AND VARIETY

Now in its second year of “Climax!” and “Shower of Stars” with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television

entertainment. Your host, **Bill Lundigan**, welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

Thursday nights 8:30 to 9:30 EST—CBS-TV.

CHRYSLER CORPORATION



THE FORWARD LOOK

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

NETWORK TELEVISION BILLINGS

Estimates For Years 1955 & 1954



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 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-December 1955

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. . . .	\$ 3,718,195	\$ 15,831,141	\$ 723,960	\$ 13,172,695	\$ 33,445,991
Feb. . . .	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar. . . .	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr. . . .	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug. . . .	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept. . . .	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct. . . .	5,876,756	16,590,891*	—	15,618,704	38,086,351*
Nov. . . .	6,496,236	16,866,314*	—	15,489,279	38,851,829*
Dec. . . .	6,301,578	17,086,161	—	16,010,878	39,398,617
Total	\$51,393,434	\$189,018,121	\$3,102,708	\$163,384,796	\$406,899,059

* Revised as of 2/8/56.

* Effective Sept. 15, DuMont Television network changed from a national network to a local operation.

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.



"BUT, DADDY, DIDN'T YOU WRITE THE COMMERCIAL?"

Yes, Virginia, there are people who write BBDO television commercials. But they don't get a credit line. Not because we aren't proud of our work. And not only because a long list of our TV writers, artists and technicians would eat up high-priced time. But mainly because BBDO wants to leave the viewer with a stirring memory of just one name--*the client's*.

Batten, Barton, Durstine & Osborn, Inc.

BBDO

Advertising

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

Federal Communications Commission Report on Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1953-1954



	1954	1953	Percent Increase or (Decrease) 1954
	(\$ Millions)		
<i>Total Broadcast Revenues</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 88.6	\$ 97.3	(9.0)
Other radio stations ²	361.0	378.0	(4.5)
Total	\$449.6	\$475.3	(5.4)
<i>Total Broadcast Expenses</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 80.4	\$ 86.9	(7.4)
Other radio stations ²	327.3	333.4	(1.9)
Total	\$407.7	\$420.3	(3.1)
<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 8.2	\$ 10.4	(21.7)
Other radio stations ²	33.7	44.6	(24.5)
Total	\$ 41.9	\$ 55.0	(24.0)

¹ Includes the operations of 22 network owned stations in 1953 and 21 network owned stations in 1954.

² Includes 2,457 AM, AM-FM or Independent FM stations in 1953 and 2,577 in 1954.



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

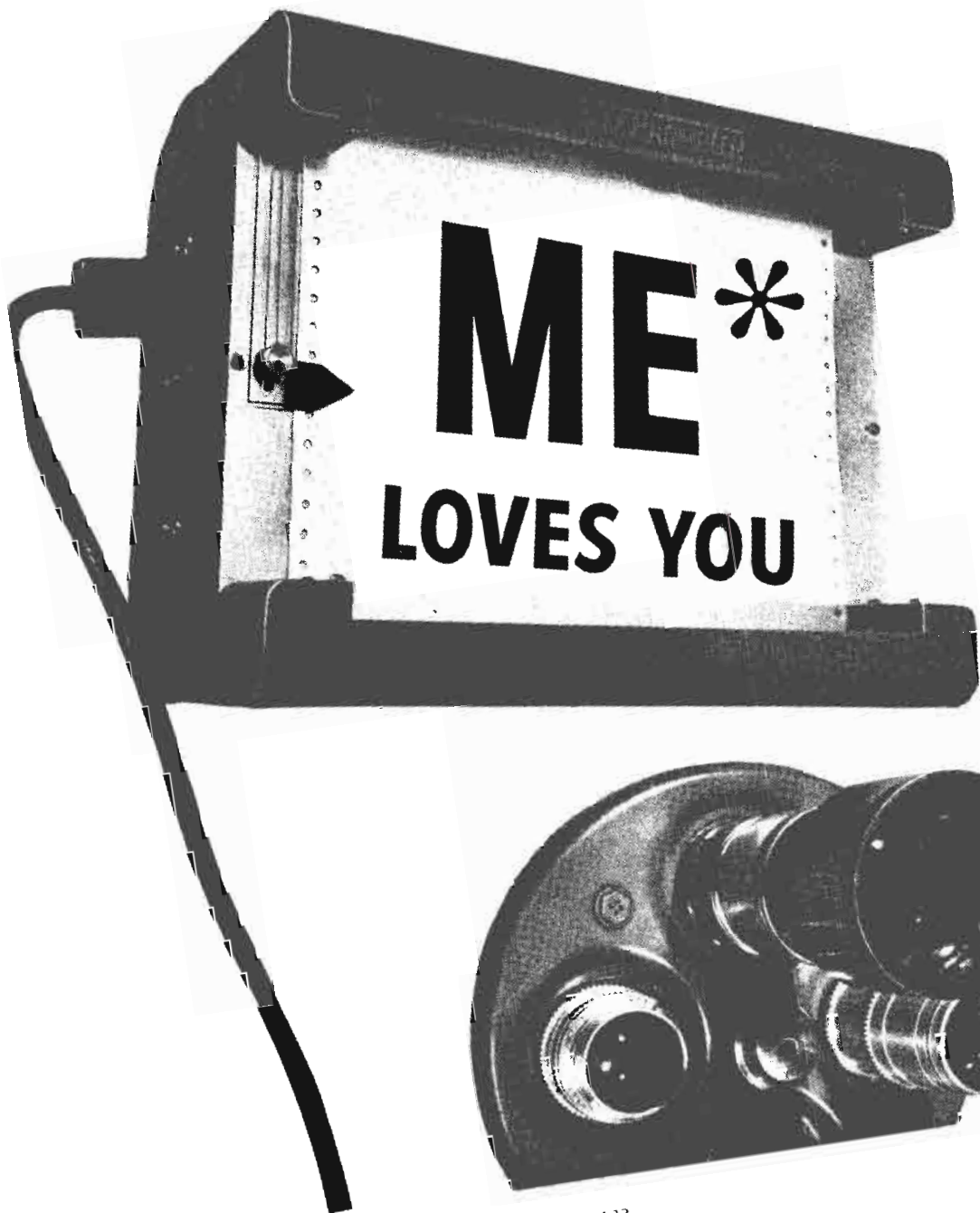
**LOS ANGELES NEW YORK DETROIT WASHINGTON
DAYTON SAN FRANCISCO**

Advertising Agencies

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL



MCCANN-ERICKSON
TV SHOWS

Climax!
Studio One
Shower of Stars
Disneyland
It's a Great Life
Wednesday Night Fights
The Lucy Show
Sky King
Death Valley Days
Stage Show
Mickey Mouse Club
Esso Reporter
Home
Today
Tonight
Garry Moore Show
Bob Crosby Show
Color Story Spread
Prescription for Living
Science in Action
Sohio Reporter
The Ohio Story

in fact

McCann originates
and produces *more*
television throughout
America (from I.D.'s
to hour shows) than
any other agency.

M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many, many others.

M-E loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broad-minded lot.)



MCCANN-ERICKSON, INC.

New York, Boston, Cleveland, Detroit, Chicago, Louisville, Houston,
Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

THE FREDERICK-CLINTON CO. Inc.

ADVERTISING

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

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COMPANY, LTD.



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- 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: C1rcle 6-2940
ABP

Owner.....A. D. Adams
Dynavox Corp. (phonographs), Long Island City, N. Y.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: H1gate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
Radio & TV Time Buyer..Louise Sirignano
Music Dir., & Librarian.....Elaine Fried
TV Art Dir.....Gerhardt Jacobi
Prod. Dir.....Al Wilson
Acct. Executives..Ad Fried, Louise Sirignano,
Al Wilson, Elaine Fried, Gerhardt Jacobi.

Branch Office

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

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.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Roto-

Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Bra'zil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

WILLIAM HART ADLER, INC.

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Phone: WWhitehall 4-5210

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Vice Pres.....Thorpe E. Wright
Vice-Pres.A. B. Stone
V.P., Art Director.....Leslie Meyers
Copy Director.....Carl Petersen
Production Mgr.....Don Grimshaw
Asst. to Pres.....John J. Petrie

Branch Office

726 Lothrop Ave., Detroit 2, Mich.
Phone: TRinity 1-1727

V.P., Manager.....J. Robert Conroy
Radio Accounts: Aladdin Industries, Inc.,

CLIFFORD GILL AGENCY

8685 WILSHIRE BLVD. • BEVERLY HILLS, CALIF.

OLympia 2-3840

OLeander 5-8388

art
for
television

80 west 12th st.
new york, n.y.
CH 2-1150



Arthur Rankin, jr's
Art Studio
For The Television Industry

(Lamps—Vacuum bottles), Nashville, Tenn.
TV Accounts: Aladdin Industries, Inc.;
 Conlon-Moore Corp., (major appliances).

ADMASTERS ADVERTISING, INC.

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 Washington 5, D. C.
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 Secretary.....E. H. Bell
 Copy ChiefJ. DuVall

AITKIN-KYNETT CO.

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

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 Partners.....M. E. Goldman,
 H. A. Medholdt, George B. Barnard, Allen
 C. Smith

TV Dept. Head.....Richard Olanoff
 Radio Dept. Head.....Allen Gray

Radio Accounts: Conrad-Pyle Co., West
 Grove Pa. (Rose Growers); Mrs. Paul's
 Kitchens, Philadelphia, Pa. (Frozen Sea-
 food); Pennsylvania Refining Co., (Carbu-
 retor Cleaner); Stephano Bros., (Cigarettes);
 Wolf's Head Oil Refining Co., (Motor Oil);
 Southland Frozen Foods, Inc., (Frozen
 Southern Vegetables); Electric Storage Bat-
 tery Co., Philadelphia, Pa.; First Camden
 National Bank & Trust Co., Camden, N. J.;
 F & S Brewing Co., Shamokin, Pa.; Girard
 Trust Corn Ex. Bk., Philadelphia, Pa.;
 Spaulding Bakeries, Inc., Binghamton, N. Y.;
 Sunshine Packing Corp. (Frozen Foods);
 North East, Pa.

TV Accounts: Booth Bottling Co., Phila-
 delphia, Pa.; Electric Storage Battery Co.,
 Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc.,
 New York, N. Y.; Spaulding Bakeries, Inc.,
 Binghamton, N. Y.

R. H. ALBER CO.

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

Exec. Vice-Pres.....Pauline Hagen
 Secretary-Treas.Evelyn R. Jones
 PromotionCy Jackson
 Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting
 Assn., Los Angeles, Calif.; Unity School of
 Christianity, Lee's Summit, Mo.; Christian
 Science Radio Comm. of Los Angeles Coun-
 ty (Lectures and Broadcasts), Los Angeles,
 Calif.; Christian Science Committee on Pub-
 lications, Los Angeles, Calif.

TV Account: Christian Science Committee
 on Publications, Los Angeles, Calif.
 Estimated Radio-TV Billings: \$6,750.00.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
 Omaha 2, Neb.
 Phone: Atlantic 4445

AAAA—ABP—ANPA—AFA—ABC
 Partners.....Milton H. Reynolds,

R. H. Reynolds, Q. H. Moore, Helen C.
 Moeller, Milton J. Stephan, Kermit Han-
 sen, W. J. Newens

Dir. Radio-TV.....Milton J. Stephan
 Asst. Dir. Radio-TV.....Don B. Amsden
 Prod. Asst.....Jack L. Silver
 Media Asst.....Sybil Berggren

Radio Accounts: Carpenter Oil Co. (Gas,
 Oil & Automotive Products); Evans Laun-
 dry; Federal Land Bank; Glaser's Provi-
 sion's Co., Inc. (Prepared Meat Products);
 T. H. Maenner Co. (Real Estate); Mer-
 chants Biscuit Co.; Northrup Jones, (Cafe-
 teria, Bakery); Omaha Public Power Dis-
 trict, (Public Utility); P. F. Peterson Bak-
 ing Co., Omaha, Cedar Rapids, Davenport;
 Tekseed Hybrid Co. (Hybrid Corn); U. S.
 National Bank; Walnut Grove Products, Inc.
 (Livestock Feeds); Fairmont Foods Co.
 (Dairy, Frozen Foods); Woodmen Accident
 Co. (Insurance); Lincoln, Nebr.

TV Accounts: Fairmont Foods Co. (Dairy
 Products & Frozen Foods); Holland Lumber
 Co. (Retail Lumber); Merchants Biscuit Co.
 (Cookies and Crackers); Omaha Public
 Power District (Public Utility); Glaser's
 Provision's Co., Inc. (Prepared Meat Pro-
 ducts); Paxton & Vierling Steel Co. (Indus-
 trial Steel Products); P. F. Petersen Bak-
 ing Co. (Pastries) Omaha, Cedar Rapids, Davenport;
 Tekseed Hybrid Co. (Hybrid Corn);
 Sidles Conditioned Air Co. (Air-Condition-
 ing Equipment); U. S. National Bank;
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167 So. Vermont Ave., Los Angeles 4, Calif.
 Phone: DUNKirk 7-7331

ABC—ABP—ANPA—AFA

President.....W. Fehr Gardner
 General Manager.....Stuart Heinemann
 Time Space Buyer....Maxine Blankenship
 Art Director.....Jack Robins
 Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy
 Products); Gold Furniture Appliances (Fur-
 niture & Appliances); Pavo de Grande, Inc.
 (Turkeys); Dr. F. E. Campbell (Dental
 Services); West Pico Furniture Co. (Furni-
 ture); First Nazarene Church; United Sport-
 ing Goods; Calif. Record Distributors, Pa-
 cific Hi-Fi House (Electronic Equipment),
 Los Angeles Examiner (Newspaper), all Los
 Angeles, Calif.

TV Accounts: Gold Furniture Appliances
 (Furn. & Appliances); Pridham Davis (Op-
 tometrist; Arden Farms (Dairy Products);
 Pavo de Grande (Turkeys); Westons 909
 Garage, Globe Dept. Stores, Dr. F. E. Camp-
 bell, (Dental Services), West Pico Furniture
 Co., Bowles & Co. (Real Estate), all Los
 Angeles, Calif.

Estimated Radio and TV Billings: \$400,000.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: MU 8-5800

**“Give to the world
the best you have
...and the best will
come back to you.”**

I don't know the author,
I wish I might have written it.

But Queen For A Day
has been doing all right for nearly
eleven years.

Ray Morgan

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 Production Asst. Frank Lowe
Radio Accounts: Aborn Coffee, Union Carbide & Carbon, Baldwin Piano Co., Rootes Motors, Inc., New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.
TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Waring Corp. (Mixers and Blenders), Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
 Phone: OLive 3-2246
AAAA—ABP—ANPA
 Acct. Exec. Alfred A. Atherton
 Acct. Exec. Mildred Fluent
Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.
TV Account: Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.
 Estimated Radio and TV Billings: \$40,000.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-8795
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 Acct. Executives Irving H. Glick, Murry E. Cohen, August Bacolini, Albert Coleman

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230 N. Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-1600
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 President John J. Finlay
 V.P., Secy. Richard Fechheimer

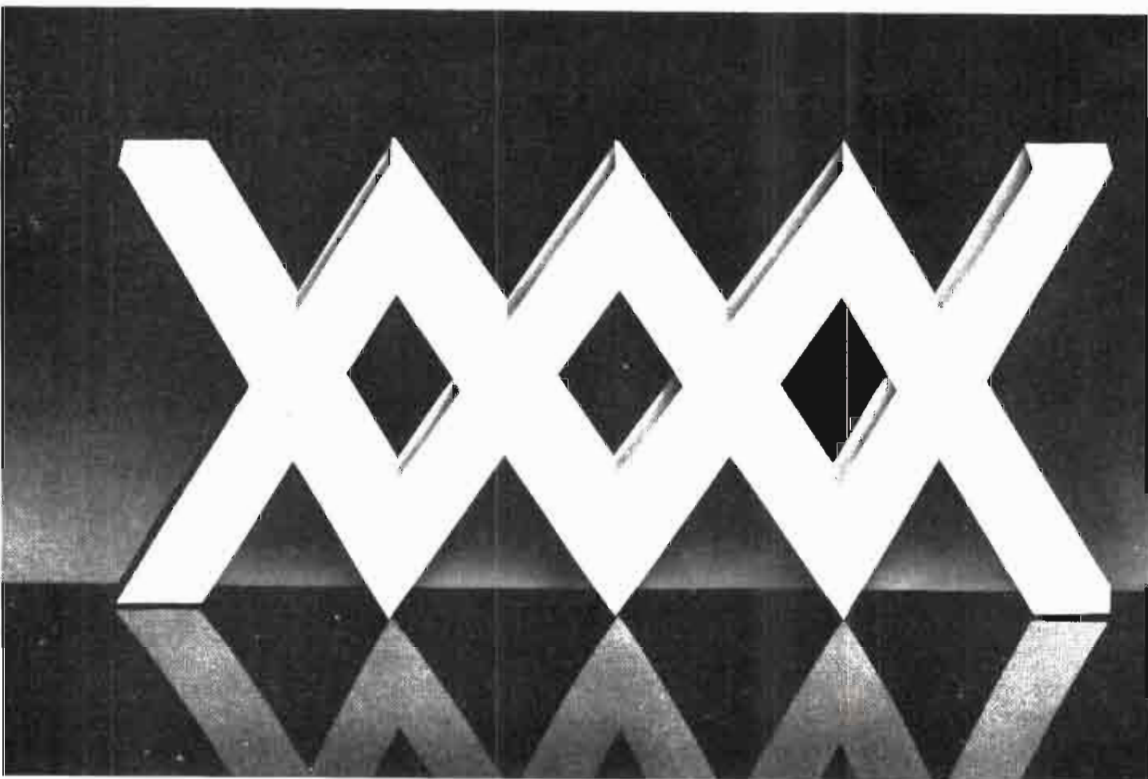
Vice-Presidents Robert C. Marley, Earl Hodgson, Kenneth Hill
 Media, Radio & TV Dir. Gene Fromherz
Radio Accounts: Butler Manufacturing Co., Steel Bldgs., Farm Equipment, Kansas City, Mo.; The Double Cola Co., Chattanooga; International Harvester Co., Farm Equip., Chicago; McKenzie Milling Co., Pancake and Cookie Mix, Quincy, Mich.; Williamson Candy Co., Oh Henry! Candy Bars, Chicago.
TV Accounts: The Double Cola Co.; Williamson Candy Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
 Phone: LOMbard 3-0100
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 30 Rockefeller Plaza, New York 20, N. Y.
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 Film Production G. D. Gudebrod
 Radio-TV Traffic Joseph Battaglia, Jr.
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 Vice-President Allen R. Memhard, Jr.
 Radio-TV Prod. James E. Robertson
 Phone: WOODward 5-3322
 Vice-President J. Widman Bertch
 714 Taft Bldg., Hollywood 28, Calif.
 Phone: HOLLYwood 3-4871
 Manager Glenhall Taylor
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUTter 1-2534
 Vice President Carl Zachrisson
 231 Dillingham Bldg., Honolulu 16, Hawaii
 Phone: HONOLulu 6193
 Manager James P. Smith
Radio Accounts: American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michi-

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TV Accounts: American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Container Corporation of America, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Oil Company, Penn Fruit Company, Plymouth Dealer Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Company, Tasty Baking Company, United Air Lines, Yardley of London, Inc., Zippo Manufacturing Company, American Viscose Corp., Armour & Co., Clock & Timer Div. of General Electric, Daystrom Furniture Co., Magna Engineering Corp., Seabrook Farms Co., SePak Corp., Stephen F. Whitman & Sons, Inc., Charles E. Hires Co., Howard D. Johnson, Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Phillip Morris Co.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston, Texas

Phone: Lynchburg 3766

AAAA

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Account Executive.....Robert A. Lahr
Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Second National Bank of Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel, Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston, Texas; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post

(Daily Newspaper), Houston, Texas; Sanitary Mattress Co. (Mattress Renovation), Houston; Holcomb-Hayes (Dodge-Plymouth Dealer), Jacksonville, Texas.

TV Accounts: Henke & Pillot Supermarkets, Houston, Texas; Rheem Manufacturing Co. (heaters, air conditioners, ranges), Houston, Texas; Sealy Mattress Co., Houston, Texas; Second National Bank of Houston, Texas; Abert Berry (cars), Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Holcomb-Hayes (Studebaker-Packard Dealer), Tyler, Texas.

BADGER & BROWNING & HERSEY, INC.

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Phone: Circle 7-3719

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Radio, TV Director.....Jack F. Horler
Asst. Radio, TV Dir.....W. Arnold Aeton
Production.....John McCadden,
Wally Krantz, Tony Firth, John Griffiths
Radio Time Buyers.....Gil Gunton,
Helen Blois

Mng., TV Dept.....Hazel Blair
TV Time Buyer.....Dou Farrow
Mgr. Radio Dept.....Dick King
Prod. (Radio).....John Powell
Radio Comm. & Traffic.....Marj Bell
1557 MacKay St., Montreal, Que.

Phone: Harbour 9247

Manager.....Roger Lack
Radio Accounts: General Foods, Ltd.;
Canada Packers, Ltd. (Soap Division);
Adams Brands Sales, Ltd.; Frigidaire Pro-
ducts of Canada, Ltd.; The Carnation Co.,
Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme
Drug, Ltd. (Amm-i-dent and Poli-dent);
Manufacturers Life Ins. Co.; Canadian Can-
ners Ltd.

TV Accounts: Frigidaire Products of
Canada, Ltd.; Adams Brands Sales Ltd.; Gen-
eral Foods, Ltd.; Canada Packers Ltd. (Soap
Div.); Canadian Cannery Ltd., Canadian
Kodak Co. Ltd.; Carnation Co. Ltd.; Manu-
facturers Life Ins. Co.; Pharmaco, Inc.
(Feen-a-mint).



LYNN BAKER INCORPORATED

720 Fifth Ave., New York 19, N. Y.
Phone: JUDson 6-3900
ANPA—PPA

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V.-P. & Copy Dir.....Albert Lynd
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Treasurer.....John J. Cavanaugh
Media Dir.....Charles J. Weigert
Prod. Mgr.....O. Paul Fuerstenberg
Radio-TV Dir.....David E. Durston
Acct. Executives.....Lynn Baker, Mary
B. Baker, Augustine J. Hilton, James D.
Evans, Donald G. Cutler
Radio Accounts: Chivas Bros. Import
Corp.; Coast Fisheries, Koppers Co. Inc.;
Whitehall Pharmaceutical Co., N. Y., N. Y.;
F. W. Woolworth Co., N. Y.

BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Phone: Madison 6020
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Vice-President.....Everett L. Bowers
TreasurerKenneth Strachan
V.-P., Radio-TV
Director.....Everett L. Thompson
Acct. Executives.....Norton E. Forgie,
Howard R. Keating, Joseph H. Radder,
Malcolm Barney, Charles L. Wells, Ted
Higinbotham
Radio and TV Accounts: Buffalo Industrial
Bank, Buffalo; Crystal Beach Transit Co.,
Buffalo; Eric County Savings Bank, Buffalo;
Kelly Bros. Nurseries, Inc., Danville; Niagara
Frontier Transit System, Buffalo; Pratt &
Lambert, Buffalo; Sears Roebuck & Co., Buf-
falo; William Simon Brewery, Inc., Buffalo;
Joseph Strauss Co., Inc., Buffalo.

BARLOW ADV. AGENCY, INC.

742 James St., Syracuse, N. Y.
Phone: SYracuse 9-6644
AAAA—ABP—ABC

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Senior V.P.....J. J. Hines
V.P., Media Director.....F. B. Tompkins
V.P., Art Director.....H. C. Millard
Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones
Radio Accounts: Dairymen's League Co-op
(Milk, Cheese, Ice Cream), New York,
N. Y.; Lincoln Natl. Bank & Trust Co. (Com-
mercial Bank); Syracuse, N. Y.; Procino-
Rossi (Macaroni Products), Auburn, N. Y.;
General Electric (Community Relations),
Syracuse, N. Y.; Will & Baumer Candle Co.
(Candles), Syracuse, N. Y.
TV Accounts: Dairymen's League Co-op
(Milk, Cheese, Ice Cream), New York City;
Will & Baumer Candle Co. (Candles), Syra-
cuse, N. Y.; General Electric (Community
Relations), Syracuse, N. Y.; Lincoln Natl.

Bank & Trust Co. (Commercial Bank), Sy-
racuse, N. Y.; Procino-Rossi.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone: Belmont 3-7771
AAAA—ABC—ANPA—APA—NOAB—ABC
PPA—NBP

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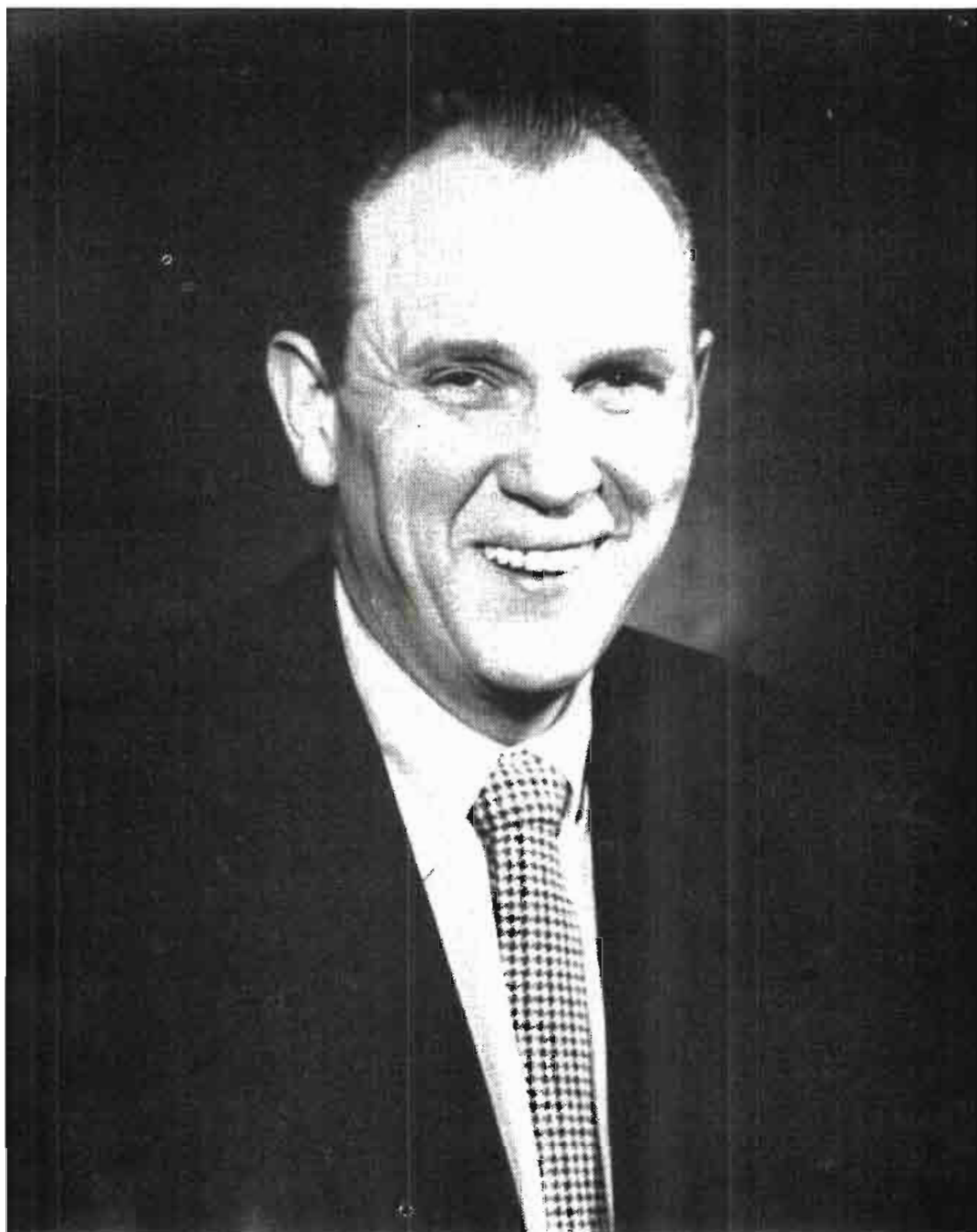
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Phone: OX 7-2797

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Radio Accounts: Columbia River Packers Assn. (Tuna-Bumble Bee Brand) Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), Oakland, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating & Ventilating Contractors), San Francisco, Calif.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; 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.

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 Time Buyer.....John A. Lorimer
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TV Accounts: White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

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 Art Director.....Gladys Dudley
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TV Account: Carolina Bev. Corp. (Cheerwine), Salisbury, N. C.
Estimated Radio Billings: \$100,000.00

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 Vice-PresidentVictor G. Geisel
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TV Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield,

Wis.; Fairmont Foods Co. (Milk Products), Green Bay, Wis.; Essential Products Co. Overhead Garage Doors), Little Chute, Wis.
Estimated Radio & TV Billings: \$15,000.00.

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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.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; 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, San Francisco.

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

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TV Accounts: Mullins Mfg. Corp., The
 Ironite, Inc., Hudson Motor Div., Int'l Breweries,
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 Company, Western Stove Company.

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 Phone: 2-7675

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 720 Fifth Ave., New York, N. Y.
 Phone: COLumbus 5-1004

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Radio Accounts: Oldsmobile Div., Gen.
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TV Accounts: AC Spark Plug Div., Gen.
 Motors Corp. (Spark Plugs Oil Filters, Fuel

Pumps, etc.), Flint, Mich.; Guide Lamp
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TV Accounts: Walter H. Johnson Candy
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 Eskimo Pie Corp., Air France, New York
 Paramount Theatre, Western Airlines Inc.,
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 tures Corp., Tide Water Associated Oil Co.,
TV Accounts: Eskimo Pie Corp., New
 York; Paramount Theatre, Paramount Pic-
 tures, Western Airlines Inc., Wilbur Clark's
 Desert Inn, Tide Water Associated Oil Co.

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Manager.....Wendell Williams

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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; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexican, 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.; Bauer & Black, Chicago; Blue Jay, Chicago; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co.,

Inc., Brooklyn; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

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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, Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

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 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; Carling Brewing Co., (Black Label Beer), Cleveland.

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;



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Phone: York 5145

Vice Pres.....Harry W. Witt
604 Roanoke Bldg., Minneapolis, Minn.
Phone: Main 3086

ManagerGeorge Ludcke
Radio Accounts: Crane & Company (stationery), Dalton, Mass.; 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.; Berlitz School of Languages; State St. Council.

TV Accounts: 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.

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.
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Phone: REpublic 7-7400

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

ManagerRoss C. Morgan, Jr.
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Television Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

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TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Malt-o-Meal Co., Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), St. Paul, Minn.; Lausen Co. (Canned Foods), Green Bay, Wis.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, 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.

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Office Manager. Marc Powers
Art Directors. Vaughn Thomas, Gerry Stangaitis

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Sec't., Treas. Josephine Dahlin
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Copy Chief. Fred Ladd
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210 East 11th Street, Chattanooga 1, Tenn.
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Accounts: Belcher Oil Co., Florida Na-
 tional Bank & Trust Co., Jewish Floridian,
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 per Service, El Comodoro Hotel, Urney Ho-
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Radio Accounts: The Grove Laboratories
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 Block Draught), Chattanooga, Tenn.; The
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 Louis, Mo.; Lydia E. Pinkham Medicine Co.,
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 Club Beer & Ale), Utica, N. Y.

TV Accounts: The Grove Laboratories,
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 Ohio
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Manager.....Robert P. Marsh
 Equitable Bldg., Hollywood 28, Calif.
 Phone: HOLlywood 9-8107

Manager.....James Pollak
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Metropolitan Chevrolet Dealers Assn., Buf-
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TV Accounts: Bell Aircraft Corp.; Art
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ture, Visible Index Systems, Filing & Index-
ing Supplies); Frontier Oil Refining Co.,
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TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin

Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Associated Hospital Service; First Federal Savings & Loan Ass'n; First Wisconsin Nat'l Bank; Evinrude (Outboard Motors), Milwaukee, Wis.; Frank's Pure Food Co., Racine, Wis.; Milwaukee Co. (Investments); Schuster's (Dept. Store), Milwaukee, Wis.

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Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.
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 Richard W. Smith, Larry Barker
 Media Buyer.....Miss G. P. Wagner
 Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.; Radio Stations: KTHS, Little Rock, Ark.; KWKH, Shreveport, La.; WAVE, Louisville, Ky.; WDAY, Fargo, N. D.; WHO, Des Moines, Iowa; WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; TV Stations: KOLN-TV, Lincoln, Neb.; WAVE-TV, Louisville, Ky.; WKZO-TV, Kalamazoo, Mich.; WDAY-TV, Fargo, No. Dak.; WHO-TV, Des Moines, Iowa.

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D.r. of Radio & TV.....Norman W. Glenn
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TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream-Div. of the Borden Co. (Horton, Reid and Borden Ice Cream), New York, N. Y.

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Manager Philip Rosenfeld

Radio Accounts: Echison Hat Co., Inc., Chesterfield Hat Corp., Dixie Wine Co., Southland Wine Co., Richmond, Va.; Gumenick Properties, Inc. (Real Estate), Richmond & Norfolk, Va.; Wisk Co. (Mail Order Products), Bone Dry Fertilizer Co., Inc., Richmond, Va.

TV Account: Gumenick Properties (Real Estate Sub-Divisions), Richmond & Norfolk, Va.

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Time Buyer & Bus. Mgr. Evelyn Jones

Branch Office

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Phone: MAIn 5662

Vice-President H. L. Morrill
 1110 Stanley St., Suite 501, Montreal, Que.,

Canada

Phone: BELair 6701

Managing Dir. Kenneth U. Lunny

Radio Accounts: Loew's, Inc. (MGM Pictures); Loew's Theatres, (Capitol, Loew's State, Loew's Neighborhood Theatres); Development Corp. for Israel (Bonds for Israel); N. Y. Herald-Tribune (Newspaper), all New York, N. Y.; Burlington Mills, Inc. (Bur-Mil Camco Hosiery), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; Miles Shoes.

TV Accounts: Loew's, Inc. (MGM Pictures), New York, N. Y.; Loew's Theatres (Capitol, Loew's State, Loew's Neighborhood Theatres), New York, N. Y.; Burlington Mills, Inc. (Bur-Mil Camco Hosiery), New York, N. Y.; Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc.; Penson Pharmacal (Ems-Chlorophyll Tablets).

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1324 W. Wjconsin, Milwaukee 3, Wis.

Phone: WESt 3-9315

President Marvin H. Frank

Radio Accounts: Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. (Faygo Beverage), Detroit, Mich.; Rose Jewelry Co., Detroit, Mich.; Big Bear Markets (Super Markets), Detroit; Federal Dept. Stores, Detroit; D. W. G. Cigar Corp., Detroit; Detroit Chevrolet Dealers Ass'n (New and Used Cars); Top Pop Products Corp. (EZ Pop Popcorn).

TV Accounts: Speedway Petroleum Corp. (Gas & Oil), Detroit; Feigenson Bros. Co. (Soft drinks & mixers), Detroit; Rose Jewelry Co., Detroit; Delsoy Distributors (Delsoy Topping, Preston Whip), Dearborn, Mich.; Hygrade Food Products Corp. (Honey Brand Ham), Detroit; D. W. G. Cigar Corp., Detroit; Detroit Chevrolet Dealers Ass'n (New & Used Cars), Detroit; Top Pop Products Corp.; Radio Distributing Corp. (Norge, Zenith Dist.).

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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.

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Space & Radio Time Buyer. Wm. Monaghan

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Workingmens Cooperative Bank, Boston; Waltham Watch Co., Waltham, Mass.; Atlantic Coal Co., Boston, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, 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), 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.; Demambo 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.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

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Radio-TV Director. Tyler Davis

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

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co.

Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Corp. (soft drinks), New Haven; Dormin, Inc. (sleeping capsules), New York.

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Time Buyer. Bernice Levitas
Radio, TV Dir., Talent Buyer. Ben Norman

Accounts: Abbey Rents, Los Angeles; American Pencil Co., Hoboken, N. J.; Barton's, Inc., Brooklyn, N. Y.; Bestform Foundations, Inc., Long Island City, N. Y.; Buxton, Inc., Springfield, Mass.; Ceazan, J. N., Co., Los Angeles; Chemstrand Corp., New York; Cole of Calif., Los Angeles; Culver, Alberto, Los Angeles; Dictograph Products, Jamaica, N. Y.; Dreyfus & Co., New York, N. Y.; Max Factor & Co., Hollywood, Calif.; Fairmont Foods Co., Inc., Omaha, Neb.; Forest Lawn Memorial Park, Los Angeles; Gilbert, A. C., Co., New Haven, Conn.; Glendale Knitting Corp., New York; Grolier Society, The, New York; Hess Brothers, Allentown, Pa.; Hunter Douglas Corp., New York; Laird & Co., Scobeyville, N. J.; Levy, Henry S. & Sons, Inc., Brooklyn, N. Y.; McCall's Corp. (Pattern Div.), New York; Mission Appliance Corp., Hawthorne, Calif.; Meinhard & Co., Inc., New York; New York, New Haven & Hartford Railroad, Boston; Ohrbach's, New York, Newark, Los Angeles; Polaroid Corp., Cambridge, Mass.; Regal Shoe Co., Whitman, Mass., New York, N. Y.; Revell, Inc., Venice, Calif.; Sales Builders, Inc., Los Angeles; Sav-On Drug, Los Angeles; Schenley Industries, Inc., New York; Wear-Right Gloves, Inc., New York; Weldon Farm Products, Inc., New York.

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1755 Stockton St., San Francisco, Calif.
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TV Accounts: Cadbury-Fry (Export) Ltd., (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

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TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles; Albers-Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Musterole Co., Cleveland, Ohio; North American Philips Co., Mt. Vernon, N. Y.

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Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
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TV Comm. Prod.-Dir.....Arnold J. Wester
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; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.; R. J. Reynolds Tobacco Co., (Winston Cigarettes), Winston-Salem, N. C.

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; Pacquin-Leeming (Ben-Gay, N. Y., N. Y.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

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 Media, Space Bnyer.....Seth Diamond
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Radio Accounts: B. & F. Toggery, Bootery, Bressmer's, Bridge Jewelry Co., R. F. Butts & Co., Camera Shop, Capitol Plnmbing & Heating Supply Co., Constantino Packing Co., Dellert's Paints, Downtain's,

Drone Ford Sales, First National Bank, Fisher Grocery Co., Jack Harman Serv. Sta., Harvey Bros., Kennedy Laundry & Dry Cleaners, LaBontc's Luggage Shop, Harold McMann North American Van Lines, Henry Nelch & Son, Co., Public Super Market, Quality Dairy, Ray's Brand Products, Rolands, Security Federal Savings & Loan, R. W. Troxell Insurance Co., Vredenburg Lumber Co., Arch Wilson, all Springfield, Ill.

TV Accounts: Constantino Packing Co., First National Bank, Vredenburg Lumber Co., all Springfield, Ill.

FARQUHAR AND COMPANY, INC.

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 Radio-Television.....John T. Farquhar
 Media Buyer.....Eleanor Crimmins

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TV Accounts: 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.; Utica Brewing Co., Utica, N. Y.

Estimated Radio & TV Billings: \$105,000.00.

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 PartnerDavid Wermen
 Radio-TV Director.....Paul B. Phillips
 Time Buyer.....Jean Van Eskay
 TV Production (N. Y.).....Elliot Gordon
 Copy Chief.....Raymond Dubin
 Radio Copy.....Betty Silberman
 Acct. Execs.....Harry Feigenbaum,
 David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Arrow Store (Men's Wear); Bandler's (Furniture Chain); Bayuk Cigars (Royalist & Amerada Cigars); Lou Block (Pontiac Dealer); Blinental Bros.

Chocolate Co. (Goobers & Raisinets Chocolate); Robert Bruce (Men's Sweaters); Bunting Co. (Outdoor Furniture); Federal Savings & Loan Assn. of Phila. (Savings & Loan); Fox Weiss (Furs); Kasser Distillers (Kings & Coddler Wines); Pioneer Suspender Co. (Men's Accessories); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Spot Remover, Odorless Renuzit); M. Wildstein & Sons (New Yorker Cheese).

TV Accounts: Baytek Cigars (Royalist & Amerada Cigars); Blumenthal Bros. Chocolate Co. (Goobers, Raisinets, Sno-Caps, Malties); Bunting Co. (Outdoor Furniture); Kasser Distillers (Kings Wine); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Home Dry Cleaning Machine, Odorless Renuzit French Dry Cleaner, Renuzit Spot Remover, Renuzit's Fragrant Room Deodorizer).

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Sec'y./Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Production Manager.....Bert Cleaves
Time Buyer.....Nan Haunum
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 (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Storage Co., Washington, D. C.; Heckinger's (Lumber); Mrs. Keane's Beef-steaks (Frozen), Washington, D. C.; Virginia and New England; Solarine (Floorwax), Washington, D. C.; Baltimore & Philadelphia.

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Media Director.....Miss Selma Gross-wirth
Art Director.....Tony Palazzo
Production Manager.....Joseph Cesare
Radio-TV Dir.....Jos. H. Mintzer
Accounts: DeKuyper, John. & Son Inc., Jersey City, N. J.; Freed Radio Corp., N. Y., N. Y.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

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TV Accounts: Red X Thrift Stamps; Red Ace Petroleum Corp. (Gas & Oil), Nashville; Bradford & Co. (Securities), Nashville.

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Media Research Dir.....Ursula Pisto
Merch. Dir.....John Critelli
Acct. Executives.....B. E. Geise,
William Prusau, J. Amirani, A. Bryant

Radio & TV Accounts: Halogene Corp. (Hal-O-Gene Arthritic Remedy), Newark, N. J.; Isolac Corp. of America (Laxative), Newark, N. J.; Sonnenberg & Co. (Stockholders), Linden, N. J.; Apothecary Products Co. (Nuel of Vitamin), Newark, N. J.; Helaine Seager, Inc. (Pink Ice Cosmetic), Newark, N. J. & Los Angeles, Calif.; Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pottersville, N. J.; Aubesol Co. (Antiseptic), Newark, N. J.

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Co-Owner, Acct. Exec.....
TV Dir.....Jack L. (Bud) Fisher, Jr.
Acct. Exec.....Rex S. Gay
Time Buyer.....Helene Heinz

Radio Accounts: Bell Savings & Loan Assn., Chicago; Clark Theater, Chicago; Davis Oldsmobile Co., Chicago; Nat'l Foundation for Infantile Paralysis, New York & Chicago; Sittler Bros. (Horseshish), Chicago; Tam O'Shanter Country Club (Golf Tournament); Fire-side Marshmallow Co., Chicago; North American Mushroom Co., Chicago; Chas. Kee-shin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, Universal-International Pictures Corp., United Artists Pictures, Chicago and New York.

TV Accounts: Bell Savings & Loan Assn., Chicago; National Foundation for Infantile Paralysis, New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments), Chicago; Town-Nash Sales, Chicago; Gourmet House (Vacuum-Packed Noodle Nests), Chicago; Chas. Kee-shin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, United Artists Pictures, Universal-International Pictures, New York & Chicago.

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Phone: TULane 3131
AAAA—ABC—ABP

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Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wootten, Warren G. Posey
Radio-TV Dir..... William Thomas
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 (Oil &
Gasoline), New Orleans, La.; Wesson Oil &
Snowdrift Sales Co. (Wesson Oil, Snowdrift,
Seco and Crustene Shortening), New Or-
leans, La.; La. Coca Cola Bottling Co., New
Orleans, La.; La. Power & Light Co., Algiers,
La.

TV Accounts: Blue Plate Foods, Inc. (May-
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(Sugar), New Orleans, La.; H. G. Hill Stores
(Chain Grocery Stores), New Orleans, La.;
Jackson Brewing Company (Jax Beer), New
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mington, Del.; Louis Burk Co. (pork prod-
ucts), Phila.; B & O Railroad (Transporta-
tion), Baltimore.

TV Accounts: Abbotts Dairies (ice cream,
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Railroad (passenger travel), Baltimore;
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(Mayonnaise & Dressings), San Francisco, Calif.; Taxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westate-California Tuna Packing Company (Break-Of-Chicken Brand Tuna), San Diego, Calif.

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TV Accounts: Beatrice Foods (dairy prod-
 ucts), Denver; Central Bank & Trust Co.
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 Cranberry Assoc. (Ocean Spray Products),
 Hanson, Mass.; Eastern Racing Assoc. (Suf-
 folk Downs), East Boston, Mass.; Boston
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TV Accounts: Durkee-Mower, Inc. (Marsh-
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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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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.

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TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Kiwi Polish Co., Ltd.; Tetley Tea Co.

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TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfrg. Co. (Auto Seats), Ft. Smith, Ark.; Community Loan & Investment Co., Ardmore & Duncan, Okla.; V-Chek, Inc., Tulsa.

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Utah Oil Refining Co., Utah Power & Light Co.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Co., 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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Radio & TV Dir..... Gerald L. Seaman
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TV Accounts: Circle D Foods Co. (Corn Chip Products), Dallas; Delaware Punch Co. of America, San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Products), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank; Dallas; Texas & Pacific Railway, Dallas; Texas Industries, Inc. (Building Materials), Dallas.

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Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.

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

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Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.; Japan Canned Crabmeat Sales Co., Tokyo.

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 Phone: Miami 3-0773

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 Taft Bldg., Hollywood 28, Calif.
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Accounts: Airtemp Div. of Chrysler Corp.;
 Brown & Williamson Export; Lentheric;
 Coca Cola (Foreign), N. Y.; Colgate-Palmolive
 Int'l; Colgate-Palmolive Ltd.; Continental
 Life Insurance Co.; Dodge Brothers
 Corp., Div. of Chrysler Corp.; Drake Hotel;
 Florida Power & Light Co.; Hilton Hotel,
 Ft. Worth; Iodent Chemical Co.; LACSA—
 Costa Rican Airlines.

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 Dept. Head.....Edmund H. Rogers
 Partner.....Robert W. Graham
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 Beresin, Franklin P. Jones, Granville Wor-
 rell, Albert R. Boelroch

Asst., Radio-TV Dept....Walter M. Erickson
 Production.....David E. Henderson
 MediaEdward Papazian

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.;
 Associated 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
 Penna. (Services), Philadelphia; Chevrolet
 Dealers Assn. of Philadelphia; Diamond
 State Telephone Co. (Services), Delaware;
 Charles Marchand Company (Hair Rinses),
 N. Y. C.; Philadelphia; Zone Planning Assn.
 (Chevrolet Dealers), Philadelphia; Wilen
 Brothers, Inc. (Wines), Philadelphia; Lee
 Tire & Rubber Co. (Tires).

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 V.P., Media Dir., Space Buyer..Herh Hauser
Accounts: Fabian Theatres Corp., N. Y.,
 N. Y.; Fine Arts Theatre, 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.; Stanley Warner Cinerama
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 V.P., Mgr. Prod.....Ralph Froelich

Media Director,Richard Bean
 V.P.'s,D. L. Rand, Leroy Block

Radio Accounts: Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhuston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Doeskin Products, Inc. (Tissues & Napkins); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrig & Polident; National Broadcasting Co.

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); Shwyder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Jean R. Graf, Inc. (Girard Perregaux Watches); Vetra Cosmetics, Inc.; Majid Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrig & Polident; National Broadcasting Co.; RCA Victor Records.

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 Dir. of Radio & TV,Richard Woolfuff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Frio Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Fire Division), Akron, Ohio; Corkshutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.), Akron, Ohio; Nickles Bakery.

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401 East Lake St., Minneapolis 6, Minn.
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 Account Executive,Norman Vinitzky, Joe Berk
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Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Midway Ford (Automobiles), St. Paul; Thompson Construction Co. (Homes), Minneapolis; Lowry Hill Cleaners (Clothes Cleaners), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse.

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Branch Offices

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 1711 N. Ivy St., Hollywood 28, Calif.
 Program Director,George Allen
 TV Comm. Dir.,William Heath

TV Accounts: Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Foremost Dairies, Inc.; Regal Pale Brewing Co.; Golden State Dairies, Ltd.

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Accounts: American Tobacco Co. (Roi-Tao 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. Schonbrunn Company, Inc., New York, N. Y. (Savario Coffee).

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Accounts: Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Ronweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

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TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

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Asst. Vice-Pres.....E. Ward Phillips
Secretary.....John M. Nixon
Account Executive.....John M. Sullivan
Production Manager...James V. Mannhardt
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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-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.; Sberaton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester,

N. Y.; Unit Parts Automobile Dist., Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, 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; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

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Manager.....J. B. Leupold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar (Cheese & Honey-Butter)); Duck's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; Neilsons Ltd.; St. Lawrence Starch Co. Ltd.

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 Radio-TV Director J. T. Shaw
 Radio-TV Time Buyer L. R. Hall

Radio Accounts: International Shoe Co. (Peters Branch); Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: International Shoe Co. (Peters Branch, Vitality Shoe Co.), St. Louis, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.; Thor Corp.

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 V.P. & Sec'y. H. M. Weiss
 Acct. Executives. M. J. Middleman,
 S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cronwell Inc.; Lackawanna Pent Mtg. Co., Inc.; Laurie Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co., Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velveray Corp.

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 Vice-President John Rock
 Radio and TV Dir. Pat Kocian

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waukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Oshko-b Brewing Co., Oshkosh, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays, New York, N. Y.); Marine National Exchange Bank, Milwaukee, Wis.; Economics Laboratory (Detergent), New York, N. Y.

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TV Accounts: City & County Savings Bank, Albany, N. Y.; Borden Co., Albany, N. Y.; Martiner Packing Co. (Meat Products), Scotia, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Southern Fruit Distributors, Orlando, Fla.; Yager Pontiac, Inc., Albany, N. Y.

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Branch Office

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V.P., Gen. Mgr. Robert Black
Calif. Accounts: Gas Appliances, Inc.; Helms Olympic Bakeries; House for Men, Inc.; State Mutual Savings & Loan Assn.

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. (Home Dispensers & Ice Cream Cups),

Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Peerless Corp. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Lewyt Corp.; Peerless Corp.

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President.....Bert C. Goss
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Art Director.....M. Richard Kaufman

Branch Office

1000 Vermont Ave., N. W.
Washington 5, D. C.

Phone: STerling 3-0270

Vice President.....Avery McBee

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Time Buyer.....Maria Carayas
Space Buyer.....Ed Luke
Production Manager.....John Garabrandt
Acct. Executives.....Louis J. Riggio,
James Williamson, John S. Kirk, Joseph P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; 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; National Paper Corp. of Pa. (Swanee Paper Products); National Yeast Corp., Belleville, N. J.; Parfums Evyang, New York City; Savoy-Plaza Hotel, New York City; Sherry, Louis, Inc., Long Island City, N. Y.; Shlirriff's Limited, Toronto, Canada; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
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V.P., Gen. Mgr.....Myron Eastwood, Jr.
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.; Gen-

eral Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

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Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey 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.

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Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle 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 (Nestle Instant Coffee, Nescafe Instant Coffee).

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Partner.....Carroll H. Riekard
Associates.....Herbert W. Gerlach,
William P. Meigs, Jr., A. E. Van Wagner
Media Buyer.....Theodore Eilenberg

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), 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

President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt
Vice Presidents.....A. W. Fargo,
John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt

Secretary.....James R. Roberts
Treasurer.....F. J. Becker
V.P., Dir. Radio-TV.....W. P. Smith
Assistants to Mr. Smith.....Thomas A. Lee, Jr.,
Clifford Simpson, John R. Patterson

Branch Office

15 Lewis St., Hartford 3, Conn.
Phone: JA 5-6066

Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Product), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co. (666 Product), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
**** ABP-ANPA

Chmn. of Board.....H. Lawrence Whittemore
President.....Richard S. Humphrey
V.P., Media Dir., Secy.....Harry M. Billerbeck
Treasurer.....Carroll L. Cheverie
V.P., Radio-TV Dir.....Nelson Gross

Branch Office

1235 Statler Bldg., Boston 16, Mass.
Vice President.....Joseph T. Coenen

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 10, Pa.
Phone: Baldwin 3-6200
Vice-Presidents.....John R. Maxwell,
W. H. Maxwell
16-18 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-8526

Vice-Presidents.....H. Pierson Mapee,
James Burton
33-35 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 Trust Co., McCurdy & Co., Music Lovers Shoppe, Philco Corp., Rittenhouse Co., Inc., E. J. Scherer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.
TV Accounts: Lincoln Rochester Trust Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

President.....C. A. Jessop
Treasurer.....L. R. Jessop
Radio & TV Director.....R. Gilbert
Secretary.....R. D. Moss
Radio-TV Time Buyer.....G. J. Cobak

DUANE JONES COMPANY, INC.

Chapin Bldg., New York 17, N. Y.
Phone: PLaza 3-4848
ANPA-PPA-NOAB

Bd. Chmn. Pres.....Duane Jones
Executive Vice Pres.....E. M. Bresett
Vice President.....A. M. Jones
Radio Time Buyer.....Mary Ryan
Accounts: Catham Health Products, Inc. (Reducing), New York, N. Y.; Giant Animal Co., Inc. (Toys), New York, N. Y.; Har-

per Products, Inc., New York, N. Y.; Pilgrim, W. H., & Co., New York, N. Y.; Rad Products, Inc., New York, N. Y.; Reducing Institute, Inc., New York, N. Y.; Remington Records, Inc., New York, N. Y.; Ritter, P. J., Co. (Canned Foods), Bridgeton, N. J.

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

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Exec. Vice-Pres. Stanley A. Willer
Vice-President James M. Nelson
Secretary Elmer A. Vehr
Space Buyer Maurice Osbry
Radio-TV Director Ann Smith
Radio Time Buyer Eula Reggin
Radio, TV Time Buyers Betty Deric,
Edna Haverkamp
Film Buyer Joan Baudendistel

Branch Office

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-4600

Manager W. A. Powers

KAL, EHRLICH & MERRICK, INC.

315 Star Bldg., Washington 4, D. C.

Phone: EXecutive 3-3700

ANPA—ABP

President Norman C. Kal
Exec. Vice-Pres. Harry L. Merrick
Secretary Bernard R. Linkins
V.P. in Chge. 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, Fred-
erick M. Harris

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas

Phone: JACKson 6-1181

ANPA—APA

President Lester Kamin
Exec. V.P., Media Dir.,
Time Buyer B. L. Blumberg
Exec. Vice Pres. Jack Wyatt
Art Dir., Prod. Mgr. W. R. Stevenson
V.P., Radio, TV Dir. Murray Getz
V.P., Copy Chief Mary Blair
Comptroller Irving L. Samuels
Acct. Executives Lester Kamin,
Jack Wyatt, Rita Sullivan, Murray Getz,
B. L. Blumberg

Branch Office

Kamin Adv. Agency, Austin, Texas

Phone: RIVERSide 3685

Manager Jack Wyatt.
Accounts: Automatic Distributing; Battel-
stein's; Burton, A. C., Co.; Calcasieu Lumber
Co.; Finger Furniture Co.; General Mfg.
Co.; Gerson & Kaplan; Golden Age Bever-
age Co.; Gordon's of Texas; Houston

Chronicle; Houston K-F Co.; Krugers Jew-
elers; Levit's Jewelry; Magnolia Paper Co.;
Moore Bros.; Mosk's Stores for Men; Poll
Parrot Shoes; Reader Wholesalers; San White
Oldsmobile; Sanitary Farm Dairies Inc.;
Shaw Jewelers of San Antonio; Shepherd's
Cleaners; Simpson-Gillman Pontiac; South-
west Asso.; Swearingen-Armstrong; Texas
State Optical.

H. W. KASTOR & SONS ADV. CO.

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

Phone: CENTral 6-5331

ABC—ANPA—ABP—AFA

President A. G. Kastor
V.P. & Gen. Mgr. Marvin Harms
Vice-President Herman Kastor
Vice Pres. John T. Urice
V.P. & Copy Chief Ashley Belbin
Radio-TV Director James H. West
Radio & TV Accounts: Procter & Gamble
Co. (American Family Flakes), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Reddi Starch),
Orange Crush Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

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

Phone: PLaza 1-1400

ANPA—NOAB—PPA

Chairman H. Kastor Kahn
Pres. & Treas. Willoughby S. Chesley
V.P., Sec'y, Copy Chief C. E. J. Clifford
V.P., Media Dir., Radio Time
Buyer Jack B. Peters
Radio, TV Dir., Talent Buyer H. B. Walsh
Radio Accounts: Hickok Mfg. Co., Roches-
ter, N. Y.; Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester,
N. Y.

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.

Phone: LE 9-1500

AAAA—ABC—APB—ANPA—AFA

President Joseph Katz
V.P. & Treas. C. M. Harrison
V.P. & Prod. Mgr. Harry Kullen
V.P. & Art Dir. George C. Adams
Media Buyer Jean Mitchell
Vice Presidents Roland Brave,
Stanley Blumberg
Radio-TV Dir. Arthur Moore
Radio-TV Producers Frederick Wehr,
Morton Salan

Branch Office

Amoco Bldg., 555 Fifth Ave., New York, N. Y.

Phone: MURray Hill 7-0250

Sr. V.P. & Mgr. John T. McHugh
V.P. & Radio-TV Dir. Robert G. Swan
Assoc. Radio-TV Dir. Richard Katz
Radio Accounts: American Oil Co. (Amo-
co-Gas), New York, N. Y.; Charles Antell,
Inc. (Charles Antell Formula 9, Shampoo,
Hair Spray), Baltimore, Md.; Cellowax Corp.
(Cellowax & Bluko), Baltimore; Gibbs &

Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore, Md.

TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Drapery Hardware Div., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore.

HENRY J. KAUFMAN & ASSOCIATES

1119 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

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

KEILSON CO.

117 W. 16th St., New York 36, N. Y.
Phone: Judson 2-1797

President.....Meyer Keilson
Scripts & Commercials.....Janet Sternberg
Production Manager.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: Templebar 6-2582

Owner.....Helen A. Kennedy
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Wallpapers, Inc.

TV Accounts: First Savings & Loan Assn.
Estimated Radio & TV Billings: \$16,100.00.

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. V.P. Chm. Plan Bd.....Edwin Cox
Vet.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....G. T. C. Fry,

William Green, Donald J. Maggini, E. W. Newsom, Garth Montgomery, Howard M. Wilson, D. Coyle, C. Oswald, N. Bertels, S. Olson, R. Alwelt, R. Barker, B. Brady, W. King, R. Manoff, Anderson F. Hewitt, G. Lathrop, Le-lie Munro, Budd Henumick, Gerard J. Guarch, William Rienecke, O. Clinton Carpenter, Jr., Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith

Vect. Supervisor.....Joseph Lieb
Art Manager.....Edward Mante
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 26, Mich.
Phone: Woodward 5-0300

Vice Pres.....Don C. Miller
620 Market St., San Francisco

Vice Pres.....Sydney G. Walton
80 King St. W., Toronto, Ont.

Vice Pres.....Donald E. Smith
Lincoln-Liberty Blvd., Phila., 7, Pa.

Phone: Rittenhouse 6-3020

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.....J. DeRidder
221 N. LaSalle St., Chicago, Ill.

Financial 6-1020

V.P., Mgr.....Walter Lawrence

Radio Accounts: American Maize-Products 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 Inc. (Electric Razors); The Mennen Co. (Men's Toiletries), Morristown, N. J.; Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Welch Grape Juice Co.; Pepsi Cola Co.

TV Accounts. Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

111 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President.....George Ketchum
Exec. V.P.....Robert E. Grove
V.P., Radio-TV.....Lansing B. Lindquist
Assoc. Radio & TV Dir.....Edgar J. Donaldson
Radio-TV Producer.....Melvin E. Johnston
Donald L. Fox
Radio & TV Timebuyer.....William B. Kroske

Branch Offices

Commerce Bldg., 155 E. 44th St., New York, N. Y.

Radio Accounts: Braun Baking Co., Pittsburgh; Alleg. County Chev. Dtrs., Chevrolet Dealers, Buffalo, Baltimore, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Natural Gas Co., Rieck Dairy Co., Vinco Macaroni Co., Westinghouse Electric Corp., Ruad Manufacturing Co., Republican Exec. Comm. of Allegheny County, all of Pittsburgh.

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Peoples Natural Gas Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland.

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA-ABP-ANPA

President 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
Prod. Coordinator.....Joseph Kiebrick

Branch Offices

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

Phone: Michigan 2-0300

638 S. Van Ness St., Los Angeles 5, Cal.

Phone: DUnkirk 7-7305

Vice Presidents.....Robert Boone,
Hugo Scheihner

405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275

PresidentAlfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C. Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona

Phone: ALpine 4-5548

PresidentLew King
Copy Chief, Radio-TV Dir....Jack Beveridge
Prod. Mgr., Publ.,

Ass'n (Home Loans); Zephyr Ventilated
Accounts: Associated Dairy Products; Best Cleaners, Phoenix, Ariz.; Charter Oak Insurance Co., Phoenix; Commercial Life Insurance, Phoenix; Culver's (Music Store), Phoenix; Dairy Queen Assn., Phoenix; Johnson, Paul, Jewelers, Phoenix; Smith, Fred, Appliances, Phoenix; Stapley, O. S., Co., Phoenix; Trader's Furniture Co., Phoenix; Traders, The (Western Clothing & Misc.), Phoenix.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio

Phone: WALnut 3191

AAAA-ABP-APA-PPA-NOAB

Pres., Creative Dir.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
Norman VanZant, Watson B. Metcalfe

Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman

Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills

Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning

Account Executives.....Ralf Kircher,
James M. Hadley, R. M. Collett, Watson B.
Metcalfe, Norman Van Zant, C. B. Helton,
John J. Westerman, Donald R. Lyons

Radio & TV Dir.....Donald R. Lyons

Radio Accounts: Gem City Bldg. & Loan Ass'n (Home Loans); Zephyr Ventilated

Awning Co. (Awnings); Huffman Manufacturing Co. (Lawn Mowers, Sweepers); The

Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air

Conditioning Dealer); The Univis Lens Co. (Glasses, frames & lens), all Dayton, Ohio.

TV Accounts: Gem City Bldg. & Loan Assn. (Home Loans); Huffman Manufacturing

Co. (Lawn Mowers & Sweepers); The Rike-Kumler Co. (Dept. Store); William

Brockman & Sons, Inc. (Heating & Air Conditioning); Jack M. West (Jewelers); The

Univis Lens Co. (Glasses, frames & lens); Gem City Ice Cream Co., all Dayton, Ohio

Estimated Radio-TV Billings: \$100,000.00.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA-SNPA-ANPA-NBP

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell

Production Manager.....T. J. Majors
Accounts: Radio Station WSB, WSB-TV.

PHILIP KLEIN ADV. INC.

226 So. 16th St., Philadelphia 2, Pa.

Phone: PENnypacker 5-7696

ANPA-APA-PPA-AAAN

ChairmanPhilip 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 Committee; American Home Craft Supply Co.; Art All-

liance; Atlas Import & Export Co.; Bamberger, A. J.; Bnten, M., & Sons, Co.; Chain

Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distil-

lers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldhan Pharmaceutical Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Juno (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co., Inc.; Millin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olivo 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.

EDWARD KLETTER ASSOCIATES, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 4-1990

President Edward Kletter
Secy., Treas., Research
Director William C. Keenan
Office Manager Manuel Kletter
Radio & TV Dir., Talent Buyer, Don Blauhut
Bus. Dir., Radio & TV Herbert Gruber
Time Buyer Ruth M. Bayer
Account Exec. Gerald J. Lavey
Publicity Ruth Hoyt
Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Scrutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.; Tonell Display Co., Brooklyn, N. Y.; Tudor Publishing Co., New York; Universal Pen & Pencil Co., New York, N. Y.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-6600

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. Albert E. Koehl
Vice-Pres. & Sec. A. A. Landis
Vice-Presidents John R. Landan,
Russell C. Rowan
Space Buyer A. Lasity
Branch Office
National City Bank Bld., Cleveland 14, O.
Phone: CHerry 1-539
Vice President Val Nowak

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.
Phone: GReat Neck 2-8108

Owner Abner E. Kohn
TI Accounts: Sta-Trim Confections (candy), Hewlett, L. I., N. Y.

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.
Phone: JEFFerson 3-1723

ABP—ANPA

President Sam Krupnick
Exec. V.P. Tom Connelly
Vice-Presidents Ray Armbruster,
A. Harvey Brown
Secretary-Treasurer Edgar Kluge
Radio-TV Director Tom Cadden
Radio, TI Accounts: Magic Chef, Inc.;
Mercantile Trust Co.

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
Phone: MU 3-6700

ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

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Exec. Vice Pres. Charles R. Hook, Jr.
Senior Vice Pres. Clarence Hatch, Jr.
Sr. V.P., Copy Chief Shafto Dene Sr.
V.P., Exec. Dir., Radio
TV Myron F. Kirk
V.P. & Copy Chief Amedee J. Cole
Vice President S. R. Kudner
V.P., Sec'y C. M. Rohrbaugh
Asst. Sec'y, Controller H. R. Titman
Vice Pres., Acct. Execs. E. J. Owens,
Martin Rice, J. J. Cochran, J. W. Millard,
Amedee Cole
Asst. Dir., Media (Time) John Marsich
Gen. Mgr., Radio, TV Dept. A. W. Reibling
Branch Offices
New Center Bldg., Detroit, Mich.
Phone: TRinity 5-5315

Exec.-in-Charge John H. Sheldon
681 Market St., San Francisco 5, Calif.
Phone: GARfield 1-5433

Representative J. H. Hornell
10 E. First St., Dayton 1, Ohio

Exec.-in-Charge Thomas J. Pritchard
Guaranty Bldg., 6331 Hollywood Blvd.,
Hollywood 28, Calif.
Phone: HOLlywood 1-2147

Exec.-in-Charge Edgar C. Kalm
3410 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUmkirk 2-1127

Exec.-in-Charge Stephen H. Richards
Sheraton Bldg., 711 14th St.,
N. W. Washington 5, D. C.
Phone: NAtional 8-5506

Exec.-in-Charge Mrs. Ida Getty
Radio Accounts: General Motors Corp.,
Detroit, Mich.; The Goodyear Tire & Rubber
Co., Inc., Akron, Ohio; United States Tobacco
Co., N. Y. C.; The Texas Co., N. Y.; Buick
Motors Div., Flint, Mich.
TI Accounts: The Texas Co.; General
Motors Corp.; Buick, Flint, Mich.; The Good-
year Tire & Rubber Co., Inc.; United States
Tobacco Co., N. Y. C.; Frigidaire Div.,
Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
Phone: TUxedo 9-1485

President I. Harold Kuff
Vice-President Harry Feldstein

Art Director.....Stan Mossman
 Media Director.....Dorothy Schwarz
Accounts: 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.; Lenderking Metal Products; Levenson & Klewin; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schennit 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
 ANPA

President.....Harold E. Kuttner
 V.P., Time Buyer.....Stanley C. Kuttner
 Vice Presidents.....Florence E. Kuttner,
 Chester D. Kuttner, Sanl S. Korshak, Mary Brown
 Account Execs....Milton J. Klee, Paul Ricks
 Copy Chief.....Martin Maller
 Art Director.....Herman Schor
 TV Director.....Norbert Leeb

Branch Office

New York, N. Y.
 130 W. 57th St., New York, N. Y.
 Phone: JUDSON 6-2358

Exec-in-Chge.Dina Cohen
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 Builders (home builders), Chicago; Polk Bros. (Appliance Dealer), Chicago; Capitol Dairy, Chicago.

Estimated Radio & TV Billings: \$330,000.00.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
 Phone: 5-1571
 ANPA—ABP

PresidentAvron Spiro
 Secy-Treas.....M. M. Shurman
 Radio Time Buyers.....Mrs. L. Simmons,
 Arthur L. Savage, Jr.

Production Manager.....Mrs. M. Ross
 Publicity Director.....Al R. Capley
 Art Director.....Leonard Crook
 Acct. Executives.....David Davidson,
 Mrs. L. Cunningham, Jane Zussman,
 Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantazc Drug Stores, Memphis; Universal Life Ins. Co., Memphis, Tenn.; Hadacof, Inc., Lafayette, La.

TV Accounts: Plough Inc., Memphis; Childs' Distr. Co. (Razor Blades), Joesboro, Ark.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
 Phone: MURRAY Hill 8-6464
 ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove
 Sr. V.F.....Frank W. Mace
 V.P., TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharnacal Co., Phillips Chemical Co., Pro-Phy-Lae-Tic Brush Co., Saturday Evening Post, Tele-Prompter Corp.

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone: MO 9500
 ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
 Vice-Pres. Prod. Mgr.....E. T. Drullard
 Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

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

Owner.....Philip J. Lane
Radio Accounts: Royal Fashion Clothes (Men's Clothes), New York, N. Y.; Marchal Jewelers, New York, N. Y.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
 Phone: MA 1-6579
 AAAA

President.....H. Jack Lang
 V.P.-Treasurer.....Fred P. Stashower
 Vice-Pres. & Sec.,

Dir. Radio-TV.....Alvin B. Fisher
 Vice President.....Martin J. Cohn
 Manager.....John D. Cremer
 Production Manager.....John L. Rose
 Asst. Prod. Mgr.....Edward T. Noll
 Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey
 Asst. Time Buyers.....David L. Stashower,
 Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); International Molded Plastics (Plastic Dinnerware, etc.); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan

Co., Yellow Cab Co., all Cleveland, Ohio.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio.

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HARRISON 7-3700

AAAA-ABP-ANPA-APA-NOAB-PPA
Chairman of the Bd. Arthur E. Tatham
President J. Kenneth Laird, Jr.
Treasurer Harold C. Jensen
Asst. Treas. Fred Winter
Secretary Mary Kyak
Copy Chief John H. Jameson
Media Director George A. Bolas
Asst. Media Director George F. Stanton
Media Supervisors Paul Schlesinger
Roy A. Boyer, John Singleton
Print Media Managers Mary Rodger,
Philip Gore, Annette Malpede
Broadcast Media Mgrs. Harold Bennett,
Donald Grasse, Jack Ragel, James Zitek
Radio, TV Dir., Comm. Prod. Dan Ryan
Merchandising Director M. J. O'Connor
Publicity Director Fred Tanke
Production Manager Eldon Rohrsen
Creative Research Director Dr. Don Kauter
Marketing Res. Dir. Daniel Carmichael
Account Supervisors Herb Daniels,
R. F. Linder, Malcolm Lund, V. T. Mertz,
C. R. Standen, D. C. Watrous
Account Managers C. Brewer,
William H. Chase, Philip L. Corper, J.
Fitzmorris, E. J. Garvey, J. W. Gill, W. J.
McEdward, J. P. Perry, G. E. Schaefer,
R. J. Urban, Robert Ross

Asst. Account Manager M. H. Astrin
Merchandising Managers C. Board,
T. Casey, A. Cruttenden, Howard Gorman,
F. Jenness, W. Leary, C. A. Mittelstadt

Branch Offices

395 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7057

Execs-in-Charge H. Lawrence Holcomb,
William C. Vance

1680 Vine, Hollywood 38, Calif.

Phone: HOLLYWOOD 1-9228

Manager William N. Burch

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; Fulham Brothers, Inc. (Fishsticks, Scallops, Frozen Fish), Boston; General Mills, Inc. (Answer Cake, Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51", "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supererome Inks and Quink), Janesville, Wis.; Simoniz Co. (Bodyguard, HiLite, Ivaton Sponges), Chicago; C. A. Swanson & Sons (Canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain

Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Sol, Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RITTENHOUSE 6-1500
ANPA-APA-NOAB-PPA

President Al Paul Lefton
Vice-Pres. & Treas. H. S. Louchheim
Vice-Presidents P. Brown,
A. Parker, J. Jensen

Space Buyer E. V. Righter
TV & Radio Director A. R. Griffin

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President Al Paul Lefton
Vice-Pres. & Mgr. R. J. Herts
435 N. Michigan Ave., Chicago, Ill.

Phone: SUPERIOR 7-9511

Vice-Pres. & Mgr. E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

330 Madison Ave., New York 17, N. Y.
Phone: MURRAY HILL 2-5100

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

President Adolph J. Toigo
Exec. Vice-Pres. Thomas C. Butcher
Sr. Vice-Pres. Walter M. Swertfager
Sr. V.P., Exec. Art Dir. Hans Sauer
Sr. V.P., Admin. Art Dir. Richard Mancini
Sr. V.P., Chg. Radio &

TV Nicholas E. Keesely
Sr. V.P., Acct. Supvs. Gordon O. Cates,
Thomas H. Lane, Henry W. Lowe, I. L.
Miller, C. L. Smith, Jackson Taylor

V.P., Acct. Supvs. Edward C. Simon
V.P., Secy. Treas. John D. Speirs
V.P., Media Dir. Anthony DePiero
V.P. & Mer. Dir. Daniel L. Shea
Sr. V.P., Mgr. Prod. Dept. Michael J. Madar
V.P., Mgr. Service Dept. Myles E. Baker
V.P., Dir. of Research Christopher A. Sante
Vice Presidents Daniel M. Daley, Jr.,
Thomas P. Doughten, Stephen M. Kenyon,
J. Kenneth White, Edward T. Knauff, Par-
merlee Lyman, Thomas J. Ross, Jr., William
K. Ziegfeld, John D. Burke, Ruth J. Cer-
rone, James Hausman, John LaFarge, James
K. Martinoble, Carl M. Raphael, Julien
Field, Edward F. Flynn, Perry E. Schofield,
Suren Erdiyan, James K. Maloney, Wil-
liam H. Weber.

V.P., Gen. Mgr., Radio & TV.....Francis C. Barton, Jr.
 V.P., Comm. Prod.....Anthony J. Pan
 Asst. Dir. Comm. Prod.....Sumner Lyon
 Comm. Prod. Supervisor.....Clark Agnew
 Dir. of Prog. Dev.....Fred Kilian
 Prod. & Cast. Dir.....Charles Harrell
 Dir. Mot. Pictures.....George Tompkins
 Producers.....Ira Skutch, Ernest Hartman
 Promotion.....Eva Bain
 Publicity.....Connie Ryan
 Traffic Manager.....Anne Marie Doody
 Business Mgrs.....Frank Daniel, Gene Caron
 Media Supervisors.....George Kern,
 William Smith, Charles Brocker
 Time Buyers.....Robert Widholm,
 Richard Eymann, Jeane Jaffe

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.
 Phone: CRestview 1-7221

Vice-Pres.-Mgr.....Benjamin R. Potts
 Mgr. Pgm. Prod.....Frank Woodruff
 Mgr., Comm. Prod.....Theodore Huston
 Majestic Bldg., Rm. 503

231 W. Wisconsin Ave., Milwaukee, Wisc.
 Phone: BRoadway 1-6890

Manager.....James T. Kelley
Radio & TV Accounts: American Airlines,
 Bromo-Seltzer, Old Gold Cigarettes (Regular,
 King Size and Filter Kings), Muriel Cigars,
 Chicopee Mills, AD, Colgate Instant Barber
 Shave, Deodorant Beauty Bar Soap, Lustre-
 Net Lustre-Creme Shampoo, Merry, Clear-
 asil, Tiptane.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.

Phone: CRoton 3444

ABP

Senior Partner.....Austin C. Lescarboura
 Junior Partner.....Stanley A. Lescarboura
 Production.....Winifred Phillips
 Secretary.....Miriam Lescarboura
Radio Accounts: Aerovox Corporation
 (Capacitors), New Bedford, Mass.; Claro-
 stat Mfg. Co., Inc. (Resistors), Allen B. Du
 Mont Labs. (Cathode-ray Tubes), Allen B.
 Du Mont Labs. (Television Transmitters),
 Allen B. Du Mont Labs. (Cathode-ray Instru-
 ments), Clifton, N. J.; Allen B. Du Mont
 Labs. (TV components), East Paterson, N. J.;
 Henry L. Crowley & Co. (Powdered Iron
 Cores and Steatite Parts), West Orange, N. J.;
 Industrial Instruments (Electrical Test In-
 struments), Jersey City, N. J.; Hudson Wire
 Company (Magnet and Bare Wires), Ossin-
 g, N. Y.; Technical Appliance Corp. (TV
 Antennas), Sherburne, N. Y.; Sealstro Corp.
 (Teflow Insulators and Terminals), New
 Rochelle, N. Y.

**LEWIN, WILLIAMS & SAYLOR
 INCORPORATED**

130 E. 59th St., New York 22, N. Y.

Phone: MURray Hill 8-6200

President.....A. W. Lewin
 Exec. V.-P.
 and Treasurer.....Sidney Matthew Weiss

Vice Pres. & Sec'y.....Max Green
 Sr. Vice President.....Walter T. Pollock
 Sr. Vice Presidents.....Alan Green,
 Julian P. Brodie
 V.P., Art. Dir.....Donald Waterbury,
 Leslie M. Kay

V.P. in Chg. Radio-TV.....William Seth

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
 Phone: MI 3-3200

V.-P., Gen. Mgr.....Leonard Newsteder
 Vice-President.....Richard N. Gulick
Radio Accounts: G. N. Coughlan Co., West
 Orange, N. J.; Costa Ice Cream Co., Wood-
 bridge, N. J.; Taylor Reed Corp. (Spandy),
 Glenbrook, Conn.; Hercules Chem. Co., New
 York, N. Y.

TV Accounts: Costa Ice Cream Co., Wood-
 bridge, N. J.; G. N. Coughlan Co. (Delumi-
 difier, Paint Brush Cleaner), West Orange,
 N. J.; Taylor Reed Corp. (Spandy), Glen-
 brook, Conn.; Jacoby-Bender, Woodside,
 L. I., New York.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
 Phone: AT 6235

ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
 President.....Erle B. Savage, Jr.
 Treasurer.....Harvey R. Kruse
 Secretary.....Wm. A. Dobson
 Radio and TV Dir.....Carroll E. Crawford
 Research and Media Dir...Preston K. Covey
 Prod. Manager.....William A. Harty
 Copy Director.....Judd L. Meester
 Vice Presidents.....Preston K. Covey,
 Robert L. Sturgis

Art Director.....John K. Henry
 Radio-TV Director.....Carroll E. Crawford
Radio Accounts: G. W. Sugar (Sugar),
 Minneapolis, Minn.; Red Owl Stores (Grocer-
 ies), Hopkins, Minn.; The Farmhand Co.
 (Farm Machinery), Hopkins, Minn.; Twin
 City Chevrolet Dealers (Automobiles), Min-
 neapolis, Minn.

TV Accounts: Red Owl Stores (Groceries),
 Hopkins, Minn.; William A. Barnes (Food
 Products), Minneapolis, Minn.; The Dayton
 Co. (General Mdse., Minneapolis, Minn.);
 The Lavior Co. (Mouthwash), Minneapolis,
 Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.

Phone: Cypress 6521

AAAA—ABC—ANPA—APA—ABP—AFA
 Partner.....C. K. Liller
 Partner.....William W. Neal
 Radio-TV Director.....Sarah Williams
 Account Executives.....J. K. Outley, Jr.,
 G. L. Watts, H. G. Axelberg, A. E. Sharp

Branch Office

270 Park Ave., N. Y. 17, N. Y.

Phone: PL 9-6120

Mgr.Robert Kane
 701 Security Federal Bldg., Columbia, S. C.

Phone: 4158
 Mgr. Caldwell Withers
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Rayo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Jay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut Co. (Rayo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta.

LIONEL & SIMONS, INC.

5114 Hollywood Blvd., Hollywood 27, Calif.
 Phone: HOLLYWOOD 2-7129

President Lionel Fink
 Vice-President J. L. Simons
 Sec'y-Treas. M. Fink
 Art Director M. Gershegorin

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Jack Joseph & Co. (Furniture), Santa Monica, Calif.; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Empire Furniture Co., Los Angeles; Allied Furniture Co., Los Angeles.

Estimated TV & Radio Billings: \$175,000.

W. E. LONG CO.

188 W. Randolph St., Chicago 1, Ill.
 Phone: RANDOLPH 6-1606
 ABP ANPA NOAB

President E. E. Hanson
 Vice-Pres. & Advg. Dir. Wm. Goodman
 Vice-Pres. & Dir. of Sales J. A. Smith
 Treasurer A. T. Downie
 Secretary H. G. Mergener
 Dir. of Radio & TV Edward C. Fritz, Jr.
 Asst. Dir. David R. Hayes

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borek & Stevens, Bridgeport, Conn.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fisher Baking Co., Salt Lake City; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser 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., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; 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 Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakers, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: ANDOVER 3-1833
 AAAA ABP ANPA APA ABC
 NOAB-PPA

Chairman, Treas. Earle Ludgin
 President Vincent R. Bliss
 Exec. V.P., Art Dir. John H. Willmarth
 V.P.'s, Acct. Execs. Montgomery McKinney, J. E. Chapman, George Rink, Ralph Whitling.

V.P., Time Media Dir. Jane Daly
Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. E. McLaughlin & Co.
TV Accounts: Jules Monteuier, Inc., The Best Foods, Inc., W. E. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: VALLEY 2-7182-3
 ABP ANPA

Owner, Vert. Exec. S. C. B. Lynn
 Radio-TV & Media Dir. W. P. McLaughlin

Branch Office

51 E. 42nd St., New York 17, N. Y.
 Phone: MURRAY Hill 2-1013

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. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
 Phone: 4-2451
 AAAA—ABP—ANPA—APA—NOAB
 NBPA—PPA

President.....W. D. Lyon
 Vice President.....R. B. Creswell
 Acct. Execs.....R. P. Zirbel, R. H. Schubert
 Media Dir.....R. P. Ames
 Radio & Time Buyer.....Eileen Burns

Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.
 Phone: 8-5545

Manager.....H. Don Carlos
 Acct. Exec.....Louis G. Roley
Radio Accounts: Century Engineering Corp., Heating Div.; Cedar Rapids, Iowa; Collins Radio Co. (Electronic Equip.) Cedar Rapids, Iowa; Crescent Electric Sup. (Appl. Wholesaler), Dubuque, Iowa; Mississippi Valley Grain & Feed Co. (Keat Feeds), Muscatine, Iowa; Potosi Brewing Co., Potosi, Wis.; Rockford Brick & Tile Co. (Tile Products), Rockford, Iowa; United-Hagie Hybrids, Inc. (Hybrid Seed Corn), Des Moines, Iowa; Slagle Lumber Co., Alton, Iowa; Wells Blue Bunny (Ice Cream), Sioux City, Iowa.

TV Accounts: Cownie Willeges (Furs), Sioux City, Iowa; Johnson Biscuit Co. (Cookies), Sioux City, Iowa; Tolerton & Warfield Co. (Food Line), Sioux City, Iowa; Home Town Dairies (Dairy Products), Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; The Killian Co. (Clothing), Cedar Rapids, Iowa; Turner Mortuary, Cedar Rapids, Iowa; Whink Products, Inc., Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: RAndolph 6-9360
 ANPA—ABP—AAAA

Chairman.....Hays McFarland
 President.....A. E. Aveyard
 Exec. V.P., Gen. Mgr.....Allen B. Dicus
 V.P., Copy Chief.....G. F. Drake
 Vice-Pres.....W. C. Power, David W. Stotter
 V.P., Art Dir.....Rom. Z. Rigotti
 Research Director.....Robert Allrich
 Media Director.....A. S. Trude, Jr.
 Radio-TV Dir.....J. C. Shelby
 Prod. Mgr.....W. E. Christopher
Radio Accounts: Stewart-Warner Corp., Alemito Corp., Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer); Heidelberg Brewing Co.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemito Division, Chicago, Ill.; Heidelberg Brewing Co. (Beer & Ale), Tacoma; Standard Knitting Mills (Health-knit), Knoxville.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
 Phone: EMpire 4-0321

President.....E. V. Rechnitzer
 Sr. V.P., Mng. Dir.....James Ferres

Vice Presidents.....C. E. Brown, F. P. Gill,
 W. F. Harrison, Scott Stockwell
 Treas. & Dir.....M. D. MacMahon
 Mgr. Media.....D. C. Linton
 Mgr. Creative.....G. G. Sinclair
 Mgr. Radio-TV.....F. Hugh Horler
 Asst. Mgrs.....G. M. Elliott, H. E. Hough
 Time Buyer.....Mary Moran
 Traffic Mgr.....Kay Dale
 TV Film.....W. O. Crampton

Branch Offices

410 Dominion Sq. Bldg., Montreal, Quebec
 Phone: UNiversity 6-9751

Vice Pres.....F. P. Gill
 911 Electric Railway Chambers
 Winnipeg, Manitoba
 Phone: 92-6321

Manager.....E. P. Thomson
 1240 West Pender St., Vancouver, B. C.
 Phone: Marine 6268

Manager.....W. D. M. Patterson
 Journal Bldg., 237 Queen St., Ottawa, Ont.
 Phone: 5-4301

Vice Pres.....W. F. Harrison
Radio & TV Accounts: Aluminum Goods Ltd., Bank of Canada, British & American Motors (Canada) Ltd., Broadhurst Lce Co., Ltd., Bulova Watch Co., Canada Dry Limited, Canada Paint Co., Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Canadian Red Cross, Capilano Brewery, Ltd., Christie Brown Ltd., Dept. of National Defence, Dominion Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co. Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Mart'n-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Nabisco Foods Ltd., Nalley's Ltd., O'cedar Co. of Canada, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Tuckett Ltd., Henry K. Wampole & Co., Ltd., Zero Manufacturing Co., Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
 Phone: Midwest 6-1009
 ANPA—AAAA—ABC—NOAB—PPA
 AFA

Chairman.....James R. Adams
 President.....Ernest A. Jones
 Oper. Comm. Hd.....John R. MacManus
 V.P., Asst. to Chmn.....Frank T. Skinner
 Vice Presidents.....Charles F. Adams,
 Robert L. Garrison, Armin Seiffert, William J. Whiting
 Secy., Sr. Financial Officer, Leo A. Hillebrand
 General Manager.....Fred J. Hatch
 Asst. to Pres.....Harvey G. Luce
 V.P., Media Dir.....Elmer W. Froehlich
 Radio Time Buyer.....C. N. Campbell
 V.P., Dir. of TV.....Henry G. Fownes, Jr.
 V.P., Dir. of Art.....Glenn J. Frost

Branch Office

444 Madison Ave., New York, N. Y.
 Phone: PL 9-3221

Vice Pres.....Henry G. Fownes, Jr.
 1010 St. Paul St., Baltimore 2, Md.



Phone: LE 1557
 Manager.....Charles H. Howson
 1517 Alfred I. duPont Bldg., Miami, Fla.
 Phone: 82-4485

Vice Pres.....Kenyon M. Lee
 6399 Wilshire Blvd., Los Angeles 33, Calif.
 Phone: WF 3-9569

Manager.....Jack R. Holmes
 737 N. Michigan Ave., Chicago 11, Ill.
 Phone: SU 7-6331

Manager.....Raymond M. Neyhart
 MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.
 Phone: EM 3-8317

Manager.....Leslie S. McMahon
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Ferry-Morse Seed Co., De-
 troit, Mich.; Dow Chemical Co., Midland,
 Mich.; Gerrity-Michigan Corp., Adrian,
 Mich.; Cumberland Brewing Co., Cumber-
 land, Md.; E. F. Drew Co., New York, N. Y.

TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Cadillac Motor Car Div., Detroit,
 Mich.; Ferry-Morse Seed Co., Detroit, Mich.;
 Dow Chemical Co., Midland, Mich.; Cumber-
 land Brewing Co., Cumberland, Md.; E. F.
 Drew Co., New York, N. Y.

Estimated Radio & TV Billings: \$8,600,000.00.

DAVID J. MAHONEY, INC.

261 Madison Ave., New York 16, N. Y.
 Phone: ON 7-0130

President, Treas.....David J. Mahoney
 Exec. Vice Pres.....George C. Neumann
 Vice Pres., Acct. Exec., Cal. J. McCarthy, Jr.
 Vice Pres., Creative Dir.....David B. McCall
 Sr., Personnel Dir.....Winifred J. Kemp
 Media Director

Time Buyer.....Roger C. Bunnstead
 Art Director.....Alexander Tosca
 Production Manager.....John O. Duen
 Research Director.....Harriet Hengge
 Comptroller.....John Harrison

Branch Office

560 1/2 Hollywood Blvd., Hollywood, Calif.
 Phone HO 3-6979

Manager.....George Laws
Radio Accounts: Garrett & Co. (Virginia
 Dare Wines), New York City; White Rock
 Corporation (White Rock Beverages),
 Brooklyn, N. Y.; Good Humor Corp. (Ice
 Creams), New York City; S. B. Thomas,
 Inc. (Thomas' Specialty Baked Pds.), New
 York City; S. A. Schonbrunn & Co. (Meda-
 glia D'Oro Coffee), New York, N. Y.; Ceri-
 belli & Co. (Brioschi Anti-Acid), Fairlawn,
 N. J.; Reinbraun Tobacco Corp. (Regent
 Cigarettes), Brightwaters, N. Y.; John Hud-
 son Moore Div. (Sport-man's Grooming
 Essentials), New York, N. Y.

TV Accounts: White Rock Corporation
 (White Rock Carbonated Beverages), New
 York, N. Y.; Good Humor Corporation
 (Frozen Desserts), New York, N. Y.; Nox-
 zema Chemical Co. (Shaving Products),
 Baltimore, Md.; S. B. Thomas, Inc. (Spe-
 cially Baked Pds.), New York, N. Y.

**MALCOLM-HOWARD
 ADV. AGENCY**

203 N. Wabash, Chicago 1, Ill.
 Phone: Andover 3-0922
 ABP ANPA-PPA

Owner.....Arthur M. Holland
 Art Director.....Arthur Anderle
 Copy Chief.....William Bent
 Radio-Time Buyer.....Evelyn Burke
 Publicity Director.....Eric Krub
 Radio-TV Dept.....Alden Richman.
 Dale Korinek

Radio Accounts: Hollands (jewelry), Chi-
 cago; Roller Derby, N. Y. C.

TV Accounts: Ambrosia Brewing, Chi-
 cago; Harry Alter Co. (Crosley appl.), Chi-
 cago; Courtesy Motors, Chicago; Mages
 Sporting Goods, Chicago; Leo Rose Co.
 (clothing), Chicago; Rubin's (apparel), Chi-
 cago; Holland, Inc. (jewelry), Chicago; As-
 sociated Hospital Service, Chicago; Roller
 Derby, Chicago; Sun-Times (newspaper),
 Chicago; Stiffel Lamp Co., Chicago.

**J. GORDON MANCHESTER,
 ADVERTISING, INC.**

1726 Pennsylvania Ave., N.W.,
 Washington, D. C.
 Phone: ME 8-0060

President.....J. G. Manchester
 Vice Pres., Art Dir.....Richard P. Elist
 Radio-TV Dir.....Richard T. Williams
 Pres. Asst.....Murray A. Piatok

Radio Accounts: American Sta-Dri Co.
 (Paint), Brentwood, Md.; Rockingham Poul-
 try Marketing Coop., Inc., Broadway, Va.;
 Safeway Stores, Inc. (Groceries), Washington,
 D. C.; C. F. Sauer Co. (Mayonnaise, Spices),
 Richmond, Va.; Woodfield Fish & Oyster
 Co., Galesville, Md.

TV Accounts: American Sta-Dri Co. (Ma-
 sonry Paint), Brentwood, Md.; Rockingham
 Poultry Marketing Coop., Inc. (Poultry, Dog
 Food), Broadway, Va.; Capitol Frito Co.,
 Bethesda, Md.; W. S. Pope & Sons. (Cheese),
 Philadelphia, Pa.; National Fruit Product
 Co., Inc. (Applesauce), Winchester, Va.;
 Safeway Stores, Inc. (Groceries), Washing-
 ton, D. C.; C. F. Sauer Co. (Mayonnaise),
 Richmond, Va.; Woodfield Fish & Oyster Co.,
 Galesville, Md.

**MANHATTAN ADVERTISING
 AGENCY**

515 Madison Ave., New York 22, N. Y.
 Phone: MU 8-8135

Partners.....John M. A. Muller,
 Maria Muller Sismondo
Accounts: Bisleri Co. Inc.; Charles Krug;
 Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.;
 Riverbank Wine Co. Inc.

MARKS-AIKEN COMPANY, INC.

33 West 46th St., New York 36, N. Y.
 Phone: PLaza 7-3885
 ABP

Pres. & Treas., Copy Chief, Lawrence Marks
 V.P. & Secy., Media Dir.....Sigmund C. Aiken

Production Mgr.....Ira Bernstein
 Art Directors.....Marvin Macnow,

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
 Phone: PLaza 3-5924
 ABP—ANPA

Pres. & Secy.....Robert M. Marks
 Media Dir.....D. Scherer
 Prod. Mgr.....A. P. Lawsky
 Art Dir.....Jerome Kauffman
 Radio-TV Cons.....Sidney Walton
 Research Dir.....Werner Lob
 Pub. & P. R. Cons.....Arthur Pine
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.

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
 Phone: LExington 2-7450
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 Director of Radio & TV.....Read H. Wight
 V.P., Publ. Dir.....Arthur Monroe
 V.P., Media Dir.....Douglas Hathaway
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. (Paper Products), Berlin, N. H.
TV Accounts: Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odo-Ro-No), 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.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
 Phone: BRoadway 6-7181
 ABP—ANPA—AFA—NOAB

President.....C. A. Mathisson
 Vice-Pres.....Edward G. Ball
 Bdcast. Media Dir.....J. E. Severson
 Time Buyer.....Robert Geary
 Exec. Adm.....Walt E. Krueger
 Sec.-Treas.....Ralph W. Henkel

Branch Offices

1065 International Bldg., Rockefeller Center, 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., John Oster Mfg. Co., all Milwaukee.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GAspee 1-4456-4457
 ABP—ANPA

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 Vice-Pres.-Treas.....Archie M. Finkle
 Radio Director.....Elena Gemma
 Production Mgr.....Dorothy M. Barry
 Radio, TV Time Buyer.....Joseph M. Finkle

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone: LOrain 7-5710
 ANPA—APA—PPA—ABC—NOAB—TAB
 CCA

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 Vice-President.....Searle Hendee
 Treasurer.....W. I. O'Neil
 Secretary.....G. Reginald McKiel
 Radio & TV Dir.....E. Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney
 664 N. Rush, Chicago 11, Ill.
 Phone: WHitehall 4-1676

Vice President.....L. J. Sholty
Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.

MAYERS CO., INC.

2301 W. Third St., Los Angeles 57, Calif.
 Phone: DUNKirk 8-2111

ABP—APA—NOAB—PPA—ANPA

President.....Henry Mayers
 Vice-President.....Robert Davis
 Treasurer.....Sophie Mayers
 Production.....Larry Lewin
 Media Dir., Time Buyer.....Beth Broberg
 V.P., Sec., Radio-TV Dir. Donald C. Johnson
Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.; Bandini Fertilizer Co., Glendale Federal Savings & Loan Association, Hoffman Candy Co.

TV Accounts: Sears Roebuck & Co (Retail Department Store); Hoffman Candy Co.; Pennzoil Co., Bandini Fertilizer Co., Case-Swayne, Southern Calif. Edison Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone: JUdson 6-3400

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 President.....Marion Harper, Jr.

Exec. Vice Pres.....Emerson Foote
 Sr. Vice Pres.....C. A. Posey
 Sr. Vice Pres. &
 Creative Dir.....John H. Tinker, Jr.
 V.P. Chg. Radio-TV.....George Haight
 V.P.'s Assoc. Radio-TV
 Dir.....Lansing Lindquist, Ted Bergmann
 Peter A. Cavallo, Jr.
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 Vice Pres. & Compt.....Dixon R. Griswold
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 Asst. Secy.....Marjorie B. Middlebrook
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 Flaunagan, H. L. Grafer, Walker R. Graham,
 Alberta Hays, Farish A. Jenkins, Daniel
 W. Keefe, Arthur J. Kemp, Alton Ket-
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 Hugh A. Mitchell, Florence A. Richards,
 Alfred J. Roby, Jr., Margot Sherman, A. A.
 Sommer, Wells W. Spence, R. E. Thomp-
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 Fred M. Zeder, Jr., Victor M. Ratner,
 Thomas H. Bateman, W. Howard Chase, C.
 Terence Clyne, John L. McClure, H. C.
 Marschalk, Neal Gilliatt, Harry McMan,
 S. L. Meulendyke, Edward B. Noakes, D. A.
 Packard, George B. Park, Hendrik Bo-
 raem, Jr., Dorothy B. McCann
 Staff V.P., Planning & Dev.....Anthony Hyde
 V.P., Mgr., N. Y. Office.....Rudyard C. McKee
 V.P., Research Dir.....Donald Armstrong, Jr.
 V.P., Chg. Media.....William C. Dekker
Branch Offices
 200 Berkeley St., Boston 16, Mass.
 Phone: Liberty 2-7382
 Vice Pres.-Mgr.....Watson M. Gordon
 335 Euclid Ave., Cleveland 11, Ohio
 Vice Pres.-Mgr.....Robert W. Dailey
 Vice Pres.....Myron C. McDonald
 647 Griswold St., Detroit 26, Mich.
 Vice-President.....Richard Farrisier
 Vice President.....R. K. Edmunds
 900 Lovett Blvd., Houston 6, Texas
 Vice Pres. Mgr.....Joseph B. Wilkinson
 Vice Pres.....Kern Tipton
 2006 Bryan St., Dallas 1, Texas
 Manager.....Bill Sansing
 318 S. Michigan Ave., Chicago 4, Ill.
 V.P.-Mgr. Midwestern
 Operations.....William E. Borchold
 Vice-Presidents.....Robert J. Brewster,
 Frederick O. Britton, Sidney A. Wells, Wil-
 liam Kinnaid, Howard A. Heffer, Walter
 C. Krause, Peter C. Peterson, Chester L.
 Posey, A. W. Sherer, James G. Sherman
 110 Heyburn Bldg., Louisville 2, Ky.
 Manager.....J. Mac Wynn
 111 Sansome St., San Francisco 4, Calif.
 Sr. V.P.-Mgr. West Oper.....H. Q. Hawes
 Vice-Presidents.....John M. Bridgman,
 Albert J. Camille, Roswell H. Cochran,
 Joseph R. Fox, Burton C. Granicher, Clar-
 ence Hestorff, Frederick H. McCrea,
 Phipps L. Rasmussen
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 V.P.-Mgr.....Burt Cochran

V.P.....J. Neil Reagan
 310 Public Service Bldg., Portland 4, Ore.
 Manager.....T. N. Traes
 International Division
 612 Fifth Ave., New York 19, N. Y.
 Phone: JU 6-3100

President.....Frank K. White
Radio Accounts: Advertising Committee
 of the Norwegian Canning Industry, Ameri-
 can Safety Razor Corp., American Trust Co.,
 California Packing Corporation (Del Monte),
 California Spray Chemical Corp., California
 Wine Association, Chesebrough-Pond's, Inc.,
 Chrysler Division, Cowles Magazines, Inc.,
 Esso Standard Oil Co., Gray Drug Stores, Inc.,
 Bulova Watch Company, Hampden Brewing
 Co., Lemon Products Advisory Board, Lucky
 Lager Brewing Company, Manufacturers
 Trust Company, Milk Foundation, Inc., Mil-
 net Company, National Biscuit Company,
 Ohio Bell Telephone Co., Pacific Power &
 Light Co., Seck & Kade, Inc., S.O.S. Com-
 pany, Southern California & Southern Coun-
 ties Gas Companies, Standard Oil Company
 (Ohio), Stegmaier Brewing Co., Swift & Com-
 pany, Nestle Co. (Quik, Ever Ready Sweet
 Milk, Coroa, Semi-Sweet Morsels, Cookie
 Mix, Gravy Mix, White Sauce Mix), Mennen
 Co. (Foam Shave, Afta Shave), Lehn & Fink
 (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., Gray Drug Stores, Inc.,
 Leisey Brewing Company, Lincoln Bank &
 Trust Co., Lucky Lager Brewing Company,
 National City Bank of Cleveland, Ohio Bell
 Telephone Company, Owens-Corning Fiberg-
 las Corp., Pacific Coast Borax Co., Pacific
 Power & Light Co., Seck & Kade, Inc.,
 S.O.S. Company, Southern California & South-
 ern Counties Gas Companies, Standard Oil
 Company (Ohio), Stegmaier Brewing Co.,
 Swift & Company, Westinghouse Electric
 Corporation, Nestle Co. (Quik, Ever Ready
 Sweet Milk, Coroa, Semi-Sweet Morsels,
 Cookie Mix, Gravy Mix, White Sauce Mix),
 Mennen Co. (Foam Shave, Afta Shave), Lehn
 & Fink (Lysol & Dorothy Gray Cosmetics,
 Nat'l Biscuit Co.).

MARSCHALK & PRATT CO.

(A Division of McCann Erickson)
 535 Fifth Ave., New York 17, N. Y.
 Phone: VUnderbilt 6-2922
 ABP-ANPA-APA-PPA-ABC-AAAA
 NOAB

Chairman.....H. C. Marschalk
 President.....S. L. Meulendyke
 Senior Vice President.....S. H. Gjellerup
 Vice Presidents.....R. H. Jones,
 Curt A. Peterson, Wm. C. Mumro, Russ-
 Johnston, W. G. Cloutier
Radio Account: Esso Standard Oil Co.
 (Petroleum), New York, N. Y.; Internation-
 al Nickel Co. Inc.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533
AAAA-ANPA-APA-PPA

Chm. Bd. & Pres.....Walter K. McCreery
Radio-TV Dir.....Howard Flynn
Publicity Dir.....Tommy Thompson
Radio Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Pan Pacific Aud, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130
ABP-APA-PPA

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
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; Ells Poultry Products, Inc.; Industrial Transmission Co.; Leshigh Spinning Co.; Leseaboura 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.; Wilson Line Inc.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2534
ABP

Pres., Treas.....George T. Metcalf
Exec. V.P.....Walter Hyland
Exec. Secy. & Gen. Mgr.....She Don Spence
Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Acct. Exec.....Robert O. Meehan,
J. T. Metcalf, Jr.

Media Director.....George T. Metcalf
Radio & TV Director.....Robert O. Meehan
Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Machinists Nat. Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premier Thread Co.;

Reliance Molded Plastics, Inc.; Riggs & Lombard, Inc.; Robbins Co.; Sargeant & Witbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

TV Accounts: The Halco Corp. (Seal-A-Tube); James Hanley Co. (Export Beer & Hanley Ale), both Providence, R. I.

Estimated Radio & TV Accounts: \$32,600.00

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860

ANPA-PPA-AAAA-NOAB-APA
President.....Arthur E. Meyerhoff
Production Manager.....L. F. Schenkenberg
Dir. of Radio & TV.....S. L. Novy
Radio Time Buyer.....Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

Manager.....George Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, 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: DUUnkirk 8-3301

AAAA-ABP-ANPA-ABC
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Hildred Sanders, Richard Glover, Andrew Carpenter, Arthur Trask
Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Dir...Albert B. Buffington
Time Buyer.....Kay Ostrander
Radio & TV Accounts: American Beauty Macaroni; Buick Dealers Association; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Carson Park Mutual Homes; Freeman's Certi-Fresh Foods (Fish); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp., (Canning Equipment); Sauta Fe Vintage (Wines); Luer Packing Co. (Meats); Mytinger & Casselberry (Nutri-ite), all Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
ABP-ANPA-PPA

Bd. Chrmn., President.....Emil Mogul
Secretary-Treasurer.....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
Vice President.....Nat Wildman
Vice-Presidents.....Seth D. Tobias.

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Production Manager..... Al Mauro
Controller.....Norman N. Cohen
Media & Research Dir.....Joel Martin
Space Buyer.....Ronald Friedwald
Dir. Marketing & Mdche.....Jules Lennard
Bus. Mgr., Radio-TV.....Leslie Dunier
Radio-TV—Prod., Dir.....Nat Eisenberg
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquire 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.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: PARKway 1178

ABP—ANPA

President, Treas.....Chester C. Moreland
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.

MOREY, HUMM & JOHNSTONE, INC.

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

Phone: LO 4-2240

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

Phone: PLaza 7-8060

ABP—ANPA—APA—AAAA—PPA

NBP—NOAB

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V.P., Chmn. Plans Brd......J. R. Warwick
V.P., Acct. Exec......Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir.....Walter J. Andree
V.P. Chg. Fashion.....Muriel Johnstone
V.P......Janet Chatfield-Taylor
Radio & TV Dir.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
Vice-President.....Janet Chatfield-Taylor
Research Dir.....Dr. Howard D. Hadley
Secy-Treas.....William G. Carmody
Asst. to Pres......David J. Wasko
Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel......Warren Cox
Director of Marketing.....Frank J. McCullough
Production Manager.....Edward H. Blohm

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.
TV Accounts: Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 3-4194

ANPA

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Chrm. of Board.....Sherman K. Ellis
Vice-Presidents.....Porter F. Anderson, J. Paul McKinney
Radio-TV Dir.....Ted Bliss
Time Buyer.....Terri Brady

Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOUglas 2-6073

Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., White King Soap Co., (White King Granulated Soap); Nehi Beverage Co., Victory Packing Co. (Thoro Fed, Kal Kal dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.

Phone: OXFord 7-2100

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Art Studio Dir......C. Scimecca
Account Executives.....Reg Coghlan, E. R. North, F. Neumeister, E. J. Rowland, Rolt Smith

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

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Asst. to President.....Robert MacFarland
Vice-President.....L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir......A. Montgomery Huntington
Sp. Buyer & Research Dir......Miss L. B. Mang
Asst. Sp. Buyer.....Miss Christine H. Van Dyke
Asst. Research Dir......Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director.....R. Del Dunning
Account Executives.....Arthur S. Cotins, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Wm. McCarthy.

Radio Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

TV Accounts: 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
ABC—ABP—ANPA—PPA

President.....Joseph H. Moss
Art Director.....Sidney Fischer
Copy Chief.....Gerald H. Bruce
Media Director.....Marian Rand
Radio & TV Dir.....Betty Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: Financial 6-3481
ABP—ANPA

President.....C. W. Muench
General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Dir. of Merch.....Robert E. Moore
Sales Prom. Mgr.....Harold M. Shover
Production Mgr.....William G. Fisher
Account Executives.....Lawrence M. Bell,
Charles T. Kerrigan

Branch Office

2102 Jackson, Dallas 1, Texas
Phone: Randolph 2554

Manager.....Orville McDonald
Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; Doyle, Inc. (Dog Food), Chicago; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; LaCrosse Breweries, Inc., LaCrosse, Wis.; Geo. H. Meyer Sons, (Meat Products), Richmond, Va.; Monarch Brewing Co., Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Sunbeam Heating & Air Cond. Co., Chicago, Ill.; Toffenetti Restaurants, Chicago, Ill.; Miracloth Div. of Visking Corp., Chicago, Ill.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago; Geo. H. Meyer Sons (Meat Products), Richmond, Va.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Miracloth Div. of Visking Corp., Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 9-6835

AIAA

President.....Paul R. Kruming
Exec. Vice-Pres.....Thomas W. Hughes
Vice-President.....Joseph W. Madden
Art Director.....Anthony Saris
Radio & TV Director.....James G. Zea
Time Buyer.....Lawrence Butner
Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Co., Lever Brothers (U. S.), Quaker Oats Co., Westinghouse Electric Intl. Co.

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,
Alfred Burnham
Prod. Mgr.....Samuel Boyd,
Lawrence W. Alpaugh
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann,
John M. Handley, John M. Keil, James W. Baker, Jos. P. Richardson

Accounts: America House; Centriline 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; Lockwood, A. N.; National Biscuit Co.; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webrib Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: Whitehall 4-3400

President.....Maurice H. Needham
Sr. Vice Presidents.....J. J. Louis,
Melvin Brorby, W. R. Fowler
Sr. 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

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2391
V.P. & Mgr.....Frank A. Pittman
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333
V.P. & Mgr.....Frederick A. Mitchell
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.; Wicholdt 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: 42555

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 Co., Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Revo Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-1135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Paeh
Art Director.....Arnold Hitchins
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 Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Mareus 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 Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.

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): William W. Lee & Co. (Save-the-Baby), Waterlily, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1626 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9724

ABF ANPA

Pres., Radio Dir.....Hunter Lynde
Time Buyer.....David E. Robeson
V.P., Copy Chief.....Ronald G. Sercombe
Srv. Public Rel. Dir.....

Radio Accounts: Clair-Mel Builders, Tampa, Fla.; Swisher, J. H. & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: Plaza 1-0900

ANPA PPA NOAB

Chmn. of the Bd.....William H. Weintraub
President.....Elkin Kaufman
Exec. V.P., Chmn.....

Plans Bd.....Norman B. Norman
V.P., Secretary.....Eugene Kummel
V.P., Treas., Gen. Mgr.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Dayenport Scheuer
V.P., Group Copy Supv.....Richard Bowman
V.P., Dir., Res., Mktg. &

Media.....John B. Morris
V.P., Fashion Coordinator.....Kay Daly
Vice Presidents.....Richard Bouton,
William A. Jensen, Lucille Gould
V.P., Prod. Mgr.....William Zerweck
Mgr., Media Dept.....George Coleman
Bus. Mgr., Radio & TV.....Earl Rowan
Personnel Director.....Rosclou Flanagan
Export Manager.....Richard Dahl
Account Executives.....H. G. Bissinger,
Richard Fonton, Richard Dahl, William
Jensen, Eugene Kummel, John Morris,
Robt. Russell, Arthur Toft, F. L. Whitney

Branch Office

603 Madison Ave., Toledo 1, Ohio
Phone: Cherry 4-2593

Manager.....George Panell

Radio Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; Seeman Bros., Inc. (Air-Wick, Nylast, Sta-Wite), New York, N. Y.; Willys Motors, Inc. (Automotive Products), Toledo, Ohio.

TV Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; G. H. P. Cigar Co., Inc. (El Producto Cigars, La Palma Cigars), New York, N. Y.; Ronson Corp. (Ronson Lighters, Ronson & Ronsonol Accessories, Ronson Shavers-Domestic & International), Newark, N. J.; Selchow & Righter (Scrabble, Parchesi), New York, N. Y.

NORTH ADVERTISING, INC.

430 N. Michigan Ave., Chicago, Ill.
Phone: WHitehall 4-5030

President.....Don P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer.....Harold Rosenzweig

Branch Offices

6 E. 45th St., New York 17, N. Y.
Phone: OXFord 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge
9533 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 6-7048

Manager.....Walter N. Hiller, Jr.
Radio & TV Account: Toni Home Permanent, Tip Toni, Prom Home Permanent, Tonnette, Silver Curl, Spin Curlers & Softstyle Curlers, Deep Magic Cleansing Lotion, all Chicago.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merklen
Vice President.....George Miller
Radio Accounts: Pomatex Co., Inc. (Hair-dressing), 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

President.....David Ogilvy
Vice Presidents.....Roger K. Lloyd,
Frank Johnson, Herhert Warden, Rollin C. Smith, David Margareten, Judson Irish, William Dahlman, Eleanor Dean, William S. Blair, James J. McCaffrey, Shelby H. Page
V.P., Radio-TV Dir.....Howard Connell
Radio and TV Accounts: Lever Brothers (Rinso, Good Luck Margarine), N. Y.; Campbell Soup Co. (Franco-American Products), Camden, N. J.; Helena Rubinstein, Inc. (Cosmetics), N. Y.; Schwegges Ltd. (U.S.A.).

OLIAN ADVERTISING CO.

4010 Lindell Blvd., St. Louis 8, Mo.
Phone: JE 1-4977

Pres.....Harold A. Thomas
Controller, Asst. to
Pres.....Florence Treadway
V.P., Copy Chief.....James Spencer
Radio-TV, Prod., Copy.....Peggy Leonhardt
Media Dir.....Alice McDonough
Fashion Coord.....Patricia Mansfield
Radio Accounts: Sayman Products Co. (Soap); Vinmar Co. (Hurry Curl and Vinmar Cream Shampoo).

TV Accounts: General Grocer Co. (Manhattan Coffee); Dining Car Coffee Co.; Knapp-Monarch Co. (Small Electrical Appliances).

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: FEderal 3-8166

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 W. Olmsted

Radio-TV Dir.....B. G. Morison
Time Buyer.....W. T. Way

Radio Accounts: Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; Hotel Normandy; North Am. Life & Casualty Co.; Northland Milk Co.; Russell-Miller Milling Co., all Minneapolis, Minn.; Lavoptik Co. (Eye Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Rochester Dairy Coop. (Dairy Products), Rochester, Minn.

TV Accounts: Avochem, Inc. (Softize Fabric Conditioner); Boutells (Furniture and Appliances); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; Russell-Miller Milling Co. (Am. Beauty-Occident Flour); The Waterbury Co.; The Waterman-Waterbury Co., all Minneapolis, Minn.; Fort Dodge Laboratories, Inc. (Vet. Pharmaceuticals "MLV"), Fort Dodge, Iowa; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.

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
V.P., Marketing,
Research.....Freemont Knittle
Asst. to Pres.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergmann
Radio Accounts: Andrew Jergens Co. (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.
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Silvio Romano
Copy Chief.....Morton Berry
Space & Time Buyer.....Patricia Korth
Accounts: Atlantic City Racing Assn.; Mitchell, Henry F. Co.; O'Brien Machinery Co.; Penn Brook Ice Cream Co.; Penn

Branch Feasted Foods; Van Tool, Inc.; Seaboard Radio & TV (WDEL-TV).

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: Dr 7250
ABP- ANPA-APA- FAAG

President Merritt Owens
Art Dir., Prod. Mgr. Tom Horau
Radio Director Earl Alvine
Radio Accounts: De Coursey Creamery Co. (Ice Cream), Kansas City; Inter-State Building & Loan Assn. Kansas City.
TV Accounts: Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City; Kelley-Williams Motor Co. (Ford Dealer), Kansas City; De Coursey Creamery Co.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-1090
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 Pfeffer
Prod. Mgr. Bernard Lubin
Radio Time Buyer Betty Silon
Media Dir., Space Buyer June Rutkofsky
Research Dir. Jay Dresner
Pub. Dir. Barbara Flannin
Asst. Executives David E. Winnick,
Lawrence Nelson, Aaron W. Davis, Jay
Dresner, Betty Silon, Peter Frenkel, Elias
Schonberger, Michael Schwartz, Henry La-
zar, Irwin Mendelsohn

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; 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 Product; Seminole Furniture Corp.; Simpson-Mark, Mfg. Co.; Stainless Food Equipment Co., Inc.; Viking Air Service; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
AAAA- ANPA

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Vice Presidents George Griffis,
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Secretary Frank Horsley
Treasurer, Personnel
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Radio-TV Dir., Talent Buyer, Grant Merrill,
Merchandising Director George Glavin

Media Dir., Time Buyer, Gertrude M. Nyman
Branch Offices

606 Chronicle Bldg., Spokane, Wash.
Phone: MADison 4371

Manager Martin Boss
715 Cascade Bldg., Portland, Oregon
Phone: CApitol 1021

V.P., Manager Milton A. Foland
48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947

Manager Roger Wurtz
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Commission (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance).

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; William O. McKay Company, Portlath Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424

ABP- ANPA-APA- PPA-ABC-NOAB
NBP

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Comptroller Thayer Durell
Media, Research Dir. H. L. Mooney
Art Director F. Yelinek
Production Mgr. R. Largo
Asst. Supv. W. F. James, G. M. Cleland
Asst. Executives A. A. Bindrim,
W. F. Byrne, F. S. Ferry, D. C. Kreinik,
D. C. Porteous, R. E. Walsh

Time Buyer Nancy Holland
Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Colonna, 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.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kannegiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Silex Co.; Skinner & Eddy Corp., Inc.; 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

President-Treasurer C. H. Pearson
Radio Accounts: Cooper & Cooper, Inc. (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
Time Buyer.....R. Alben
Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee Co., Francis H. Leggett (Food Products), N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923

ABP—ANPA—PPA—APA—AFA—ABC
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Vice-President.....Donald L. Paus
Media Dir. & Pres. Asst....Linea Vanderlaag
Office Manager.....Marion Tagney
Research Director.....Peggy Knoel
Director, Industrial Adv....Patrick Charter
Controller.....Gladys Cook

Branch Office

730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

Director of Radio, TV and Program Development...Elliot Saunders
Copy Supv. & Acct. Ex....Tye R. Robinson
Time Buyer & Bus. Mgr....Earl V. Perrin
Dir, Public Rel. & Publicity....Ted Hudes
TV Food Consultant.....Kit Kinney
Prod. Supv.....Joseph Durand
Radio & TV Accounts: Sunbeam Appliance Div., Hardware Div., Stewart Div., Dubuque Packing Co., Faultless Corp.

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
Phone: BELmont 4-6401

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Media Director.....Robert F. Lewis
Radio-TV Dir.....Orva W. Huff

Radio Accounts: Silver Gate Bldg. & Loan (Savings & Loan Assn.), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Corp. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Walker-Scott Corporation (Department Store); San Diego, Calif.; Hazard Concrete Products, Inc., Better Business Bureau.

TV Accounts: 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; Walt Tufford; Walker-Scott Corp.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: CApiitol 3-6131

APA—PPA—NOAB—SNPA—TAAN
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.
V.P., Acct. Exec.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, Evans Wyatt,
Sam Riklin, Louis Pitluk
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.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1001 N. Western Ave., Los Angeles 29, Calif.
Phone: HOLlywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Partner, Prod. Dept.

Head.....Gertrude T. Porter
Account Executive.....Jerry Baron
Radio Accounts: Resurgence Foundation for David Seabury School of Psychology (Books); Park Wilshire Hotel; The Open House (Restaurant & Supper Club); Kenosha Auto Transport Corp. (Auto Transportation); Bobby Thacher Dance Studio (Dance Instruction); Thomas Automotive Products Co. (Hydraulic Conversion Lifters); Mme. Elfrieda Wynne (Voice Instruction); Angelus Furniture & Appliance Co. (Retail Furniture); B. H. Tank & Mfg. Works (Mfg. Storage Tanks); New Car Buyers Service (Auto Sales), all Los Angeles.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775

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Vice Pres.....E. A. Warner,
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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

Time Buyer.....Helen Church
Film Buyer.....Al Christy

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
Art Dir.....Walter Miller
Secretary.....Mary E. Johnson

Radio & TV Director.....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 Continental Sales Co.; Chauncey 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.; Titcher-Gottinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES, INC.
 17 East 45th Street, New York City
 Phone: MUrray Hill 7-0204

President.....Les L. Persky
 Vice-Pres. Gen. Mgr.....Charles K. Hepner
 Public Rel. Dir.....N. R. Lorman
 Head Time Buyer.....Martina Rose
 Acct. Exec.....Robert Wexler
 H. Liebenson, 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 America (rotisseries); Sachs Quality Stores (Furniture Chain); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment); Internat'l Molded Plastics (Plastic Dinnerware and Structoglass); Protam Pharmaceutical Co. (Reducing Aids); John Andre, Inc. (Drug Products).

CHARLES O. PUFFER ADVERTISING
 75 E. Wacker Dr., Chicago 1, Ill.
 Phone: LUan 1-619

ABP
 President.....Charles O. Puffer
 Art Director.....John Von Dorn
 Prod. Mgr.....Glurya Bakken
 Publicity Dir.....Jack He
 Acct. Exec.....Charles O. Puffer
Accounts: Case Steel Products Corp., Jenu-Air Products Co. Inc., Kewanee Boiler Div. of American-Standard, F. J. Lachmann Co., National Chiropractic Ass'n, Sports Unlimited, Wisconsin Malt'ng Co.

L. W. RAMSEY COMPANY
 230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155

ABP-ANPA-APA-PPA-NOAB
 Pres. & Treas.....A. C. Naekkel
 Vice-President.....L. H. Copeland
 Vice-President.....N. B. Langworthy
 Art Director.....E. J. McCabe
 Media Director.....Dorothy L. Parson
 Acct. Executives.....Lon W. Ramsey,
 Carl J. Dueser, 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.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers; The Daily Times & Morning Democrat; Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs; Radio Stations KCI-O, WTAD; Rol-screen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

RANDALL COMPANY
 75 Pearl St., Hartford 3, Conn.
 Phone: JACKson 7-1179

President.....Wilbur W. Randall
 Art Director.....Robert E. Berger
 Radio & TV Director.....Florence F. Grady
Radio Accounts: Stackpole Moore & Fryon (Clothing), Hartford, Conn.; Savitt Jewelers, Hoffman Wallpaper, George L. Dewey (Moving & Storage), Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.; American Motors (Dodge Dealers), West Hartford, Conn.; Russell Pontiac (Pontiac Dealers), Farmington, Conn.
TV Accounts: Hartford Gas Co., Emerson Radio of Conn., George E. Dewey; State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.; American Motors, West Hartford, Conn.; Russell Pontiac, Farmington, Conn.

REACH, YATES & MATTOON, INC.
 720 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-7676

AAAA ABP ANPA APA- NBP NOAB
 PPA
 Chmn. 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
 69 Washington St., Newark 2, N. J.
 Phone: MArket 3-5100

Exec. V.P.....Francis R. Risley
Radio Accounts: Wunderbraun Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Me), Cincinnati, Ohio; Larns & 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

Chrmn. of Bd.....E. E. Sylvestre
President, Treasurer.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Helen A. Brown, R. W. Stafford, E. K.
Pottle, Dr. A. R. Root, Russell E. Neff,
R. H. Burbank, Elizabeth B. Gray, Loren P.
Herder

V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir...Dr. A. R. Root
Time Buyer.....Coy Perry

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—ANPA

President.....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Lew Green
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

REINGOLD CO., INC.

69 Newbury St., Boston 16, Mass.

Phone: KENMORE 6-3900

ANPA—PPA—ABP—AAAA—APA—NAAN
President & Treas.....Harry I. Reingold
Art Director.....George Wilson

Production Manager.....Ruleffe Barbour
Copy Director.....Richard Brugman
Vice President.....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

President.....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Radio, TV Contracts.....Adeline Schow
Radio Accounts: 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; Tuttle Cheese Company, Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif; Home Bakers, Inc. (Bread), San Francisco; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.; Yami Yogurt Distr., Burlingame.

E. W. REYNOLDS LIMITED

355 King St., West, Toronto 2B, Ont., Canada

Phone: EMPIRE 8-6157

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Director.....N. Stuart Walton
Radio-TV Dir.....H. E. Karpus
Director.....H. D. R. Newby

Branch Office

1440 St. Catherines St., W., Montreal, Quebec

Phone: UN 6-1775

Manager.....H. J. Tingle

Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kobler, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Co. (Washers, Dryers), Toronto; Freshie (Powdered Soft Drink), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

TV Accounts: Fleeer's Gum Co., Toronto; General Mills (Canada) Ltd. (Cereals and Baking Prods.), Toronto; Moffats Ltd. (Ranges), Toronto; Bendix Co. (Washers, Dryers), Toronto; R. M. Hollingshead Co. (Motor Additive), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

RHOADES & DAVIS

642 Commercial St., San Francisco 11, Calif.

Phone: EXBROOK 2-2870

Partner.....Robert O. Davis
 Gen. Mgr.....Carl Wilkins
 Media Director.....Stuart Choate
Branch Office
 1201 W. Fourth St., Los Angeles 17, Calif.
 Phone: Michigan 3296

Partner.....T. D. Scholts
 Radio-TV Dir.....Gene Thompson
 Asst. Exec.....C. A. Honold

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400

AAAA

Chmn. of the Bd.....Fletcher D. Richards
 Vice Chmn. of Board.....Bradley A. Walker
 President.....Eugene I. Harrington
 V.P. & Dir. Media.....Emerson A. Elliott
 Time Buyer.....James M. Kelly
 Vice Presidents.....Ernest A. Gray,
 Ellsworth D. Hill, John A. Knecht, Ken-
 neth Young
 V.P., Dir. Research &
 Merchandising.....John E. Shepherd
 Secy. & Treas.....Duane W. Beirnaum
 Dir. Radio, TV Prog.
 Dept.....Edwin S. Reynolds
 Dir. Radio, TV Coml.
 Dept.....Seymour J. Frolick

Branch Offices

221 N. La Salle St., Chicago, Ill.

Manager.....George T. Jabnke

**HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.**

256 Sutter St., San Francisco, Calif.

Pres., Gen. Mgr.....Eugene Harrington
 5816 Wilshire Blvd., Los Angeles, Calif.

V.P., Mgr.....Green Mitchell
Radio Accounts: American Machine &
 Foundry Co. (Roadmaster Bicycles); Avo-
 set Company; Joseph F. Dixon Crucible Co.
 (Ficofderoga Writing Pencils); Durham-
 Fenders Razor Corp.; Eastern Air Lines;
 National Sugar Refining Co. (Quaker Cane
 Sugar); Squirt Beverage Co.; United States
 Rubber Company Tire Division, Footwear
 Division, Textile Div., Nautatuck Chemical
 Div., Fisk Tire Co. Div.; Waterman Pen Co.

TV Accounts: Avo-set Company; Eastern
 Air Lines; U. S. Rubber Company Tire
 Division, Footwear Div. (Keds); American
 Machine & Foundry Co.

**M. EVANS RICHMOND
 ASSOCIATES**

127 So. 22nd St., Philadelphia 3, Pa.

Phone: LOcast 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond

Vt. Director.....Frank Cartwright
 Production Mgr.....D. Blaine

Branch Office

230 Boylston St., Boston 16, Mass.

Yucca Vine Bldg., Hollywood, Calif.

Fv. Radio Office.....Morrey K. Reiss

RINGER & ASSOCIATES, INC.

712 S. Curson Ave., Los Angeles 36, Calif.

Phone: Webster 3-8131

AAAA-ABP-ANPA

President.....Lee Ringer

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner.....Dan Rivkin

Radio Accounts: John Kohler (Clothing),
 Spiro's Apparel, Schulte Optical Co. (Opti-
 cal), Philadelphia, Pa.; New York Sample
 Dress Shop, Phila., Pa.; Moskin Clothes,
 Chase & Walker (Real Estate), Phila., Pa.

TV Accounts: John Kohler (Men's & Boys'
 Clothing), Philadelphia.

W. S. ROBERTS, INC.

1101-95 Fox Bldg., Philadelphia 3, Pa.

Phone: Rittenhouse 6-8763

President.....Wilmer S. Roberts
 V.P., Radio & TV.....Franklin S. Roberts

Radio Accounts: Broad Motors (Ford Deal-
 er); B. F. Goodrich Retail Stores (Tires);
 Lerner Markets (Food Chain); MacDonald
 & Campbell (Men's Store); Irones Co.
 (Ironing Board Covers), all Philadelphia, Pa.

TV Accounts: Broad Motors (Ford Deal-
 er); Philadelphia Gas Works (Utility); Bry-
 ant Air Conditioning Corps. (Heating Equip.,
 Air Conditioning), all Philadelphia, Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MUTual 6293

ABP ANPA ABC

President.....Elwood J. Robinson
 Exec. Vice-President.....Melvin A. Jensen

Secretary.....Eola E. Gass
 Vice President.....David R. Fenwick

John Haynes
 Radio, TV Dir.....Lee Lauffer
 Media Dir.....R. C. Neuman

Radio-TV Accounts: Loma Linda Food Co.
 (Baskets, Gravy Quik), Arlington, Calif.;
 Packard-Bell Co. (Radio and Television Re-
 ceivers), Los Angeles, Calif.; California
 Federal Savings & Loan Assn., Los Angeles,
 Calif.; Dried Fig Advisory Bd., Fresno,
 Calif.; The Hale Co. (Home Builders), Gar-
 den Grove, Calif.; Pioneer Savings & Loan
 Assn., Los Angeles, Calif.; Wilco Co. (Clear-
 ex Glass Cleaner), Los Angeles, Calif.

TV Accounts: California Federal Sav-
 ing & Loan Assn., Los Angeles, Calif.; Gerity-
 Michigan Corp. (Dishwasher), Adrian,
 Mich.; Hoffman Candy Co. (Cup-O-Gold Can-
 dy Bar), Los Angeles, Calif.; Loma Linda
 Food Co. (Baskets, Gravy Quik), Arlington,
 Calif.; Los Angeles Dept. of Water & Power,
 Los Angeles, Calif.; Pasadena Savings &
 Loan Assn., Pasadena, Calif.; Utility Appli-
 cance Corp. (Heating Equip., Coolers & Fans,
 Gaffers & Sattler and Occidental Gas Ranges),
 Los Angeles, Calif.

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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 J. V. Gilmour, John Hayes Kelly, M. F.
 Williamson, W. H. Savin, George Lyman,
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 Radio, TV Director.....Kirby Roche
 Time Buyer.....Guy V. Dustman
Radio Accounts: Chicago, Milwaukee, St.
 Paul & Pacific R. R. (The Milwaukee Road),
 Chicago; Hardware Mutual Casualty Co.,
 Stevens Point, Wis.; John Publ Products
 (Fleecy White Bleach), Revere Camera Co.
 (Revere Cameras & Projector), Stewarts Pri-
 vate Blend Coffee Co., Chicago.
TV Accounts: Chicago, Milwaukee, St.
 Paul & Pacific Railroad, Chicago; Stewarts
 Private Blend Coffee Co., Chicago; Hardware
 Mutuals, (Insurance), Stevens Point, Wis.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-2324

President.....Irving Rocklin
 Continuity Director.....M. Lovinger
 Account Executives.....Arthur Golden,
 Jan Marinello, Robert Spencer, Gerald Ad-
 dis, Edw. Lovinger
 Radio Director.....Trina Shuchat
 Art Director.....Patricia Boyd
 TV Director.....Ira Segall
 Film Director.....Sue Wurtzburg
 Production.....Helen Wurtzburg
Radio Accounts: Chicago Furniture Mart;
 Studebaker Sales Co.; Cole-Finder Mercury;
 Kay-Den Beauty Supplies; Morton Motors;
 Floor Coverings by Roxy, all Chicago.
TV Accounts: Walton Motors; Communi-
 ty Surplus Stores; Cadillac Heating; Cole-
 Finder Mercury; Chicago Furniture Mart;
 Union Life Insurance, all Chicago.

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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 Asst. Treasurer.....Howard N. Smith
 Treasurer.....George C. Huppertz
 Secretary.....Olive A. Kinloch
 Vice-President.....Robert L. Headen

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InsurOmedic Bldg., Dallas 1, Tex.
 Exec. V.P. & Mgr.....R. E. Brooks
 903 McGee St., 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, Brcst. 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.

701 Keefer Bldg., Montreal, Can.
 Phone: University 6-9471
 ABC—ANPA

President.....Russell C. Ronalds
 Exec. Vice-President.....F. deB. Walker
 Treasurer, Director.....Angus Ahern
 V.P., TV, Radio Dir.....Peter Golick
Branch Offices
 108 Peter St., Toronto, Ont., Canada
 Phone: EMpire 3-0237
 Manager.....R. J. Avery
 409 Petroleum Bldg., Edmonton
 Alberta, Can.
 Phone: 2-8356
 Manager.....W. A. Bishop

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: JUDson 2-3550
 ABP—ANPA—APA

President.....Irl W. Rose
 Vice-Pres.....Irl W. Rose, II
 V.P., Gen. Mgr.....John A. Bouille
 V.P., Media Director.....G. M. Rundbaken
 Production Manager.....Ethel Whelan
 Comptroller & Off. Mgr...D. R. Rademaker
Radio Accounts: Bankers Trust Co., New
 York, N. Y.; H & M Packing Co. (Coronet
 Prune Juice), Brooklyn, N. Y.; Restaurant
 Associates (Corner House Restaurants), New
 York, N. Y.; Noxon, Inc. (Metal Polish),
 New York, N. Y.; Atmore, (Mince Meat &
 Plum Pudding), Philadelphia, Pa.
TV Account: Bankers Trust Co., New York,
 N. Y.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
 Phone: Oregon 9-1926

Owner, Time Buyer.....Irving Rosen
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—PPA—NOAB

President.....Ross Roy
 Exec. V.P. &
 Gen. Mgr.....Thomas G. McCormick
 Sr. V.P., Acct. Supv.....Carroll F. Sullivan
 V.P. & Art Dir.....John W. Hutton

V.P., Acct. Suprs., William Gerstenberger, 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
 V.P., Media Dir., Carl E. Hassel
 Research Dir., Robert E. Riordan
 Production Director, William L. Miller
 Publicity Dir., Albert C. Nute
 Merch. Dir., Kenneth S. Loring
 Personnel Dir., George Macier
 Librarian, Florence Armstrong
 Acct. Executives, Albert E. Bowles, Richard G. Dorn, G. Robert Hankinson, Robert G. Lyon, William H. Mathews, Robert R. Roy, James L. Rast

Branch Offices

307 No. Michigan Ave., Chicago 1, Ill.
 Phone: RAudolph 6-7000

Vice President, James Quinn
 122 East 12nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-2944

Vice-Pres., William M. Ziegler, Jr.
 1630 North Vine St., Hollywood 28, Calif.
 Phone: HOllivood 9-6263

Vice-Pres., Maurice G. Vaughn
 Ross Roy of Canada, Ltd.
 110 Canada Trust Bldg., Windsor, Ont.
 Phone: Clearwater 6-2371

Vice Pres., Harold J. G. Jackson
Accounts: Aseptic-Thermo Indicator Co.; Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Paris Div.; Chrysler Div.; Chrysler Corp.; DeSoto Div.; Chrysler Corp.; Dodge Division, Chrysler Corp.; Eljer Div.; Murray Corp.; Esquire Socks Div.; Export Div.; Chrysler Corp.; Honey Co.; Johnston Pic Co.; Magnecord, Inc.; Modern Homes Corp.; Mortell, J. W. Co., Inc.; Murray Corp. of Am.; Plymouth Div.; Chrysler Corp.; Prepared Products Co., Inc.; Serval, Inc.; Air Conditioning Div.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: PLaza 9-1300

Chairman of Board, David Finn
 President, Wm. Ruder
 Art Director, Noel Weber
 Publicity Director, Paul B. Zucker
 TV Director, Chester Burger
Accounts: Bettinger Corp.; Borgenicht, Jack; Gibraltar Corrugated Paper Co., Inc.; Inskip, J. S.; House of Louis Feder; Midwest Research Institute; Ruder Brothers; 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, James Trayhern

Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
 AAAA-ABP

President, Lowe Runkle
 Vice-Presidents, Roger Pi-huy, Howard Neumann, Monty Mann.

Radio, TV Director, Keith Mathers

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla. City; Okla. Farm Bureau, Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service), Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Okla. Farm Bureau, Okla. City.

RUTHRAUFF & RYAN, INC.

605 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 6-6100

AAAA ABC ABP-ANPA-APA NOAB PPA

Chrm. Exec. Comm., F. Barry Ryan
 Chrm. of the

Bd., Paul E. Watson (Chicago)
 President, Robert M. Watson
 Exec. V.P., Plans & Creative

Services, F. Kenneth Beirn
 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., Philip Feld
 TV Art Dir., Ken Haverstick
 Business Mgr., Havis Medwick
 Prod. Supervisor, Edwin R. Rooney, Jr.
 Asst. Prod. Supervisors, Dorothy Rivers, Ted Storb

Mgr., Time Buyers, Vincent DeLuca
 Time Buyers, Charlotte Corbette,
 Gordon Hughes

Asst. Time Buyers, George Heffernan,
 Edward Sherinian

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FIAnancial 6-1833

Exec. V.P., H. B. Grosseth
 Exec. V.P., Radio, TV, R. W. Metzger
 Carew Tower, Cincinnati 2, Ohio
 Phone: GARfield 5800

V.P. & Manager, John L. Magro
 112 Main St., Dallas 2, Texas
 Phone: RIVerside 6453

V.P. & Manager, John Simmons
 7130 Second Boulevard, Detroit 2, Michigan
 Phone: TRinity 4-2200

Exec. V.P., Eastern Div., Tod Reed

6920 Sunset Boulevard, Hollywood, Calif.
 Phone: HOLlywood 9-3611
 ManagerTom Hargis
 5615 Fannin St., Houston 4, Texas
 Phone: CApitol 4-1741
 Manager.....Theodore F. Keady
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUnkirk 3-0571
 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
 V.P., Manager.....Ray Mount Rogers
 1218 Third Avenue, Seattle 1, Wash.
 Phone: ELIott 1572
 V.P. & Manager.....F. G. Mullins
 1275 National Press Bldg., Washington 4,
 D. C.
 Phone: EEXECutive 3-6730
 Manager.....Donald J. Wilkins
 80 Richmond Street West, Toronto 1, Ont.
 Canada
 Phone: EMPIre 6-1515
 Manager, Acct. Exec.....John Brookman
Radio and TV Accounts: Adler Co., Allied
 Florists Association of Illinois, American
 Kitchens, Baldwin Piano Co., Banquet Can-
 ning Co., Capitol Frito Corp., Comfort Mfg.
 Co., Emery Industries Inc., 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., Oshkosh
 B'Gosh, Inc., Pacific Coast Paper Mills, Pa-
 cific Finance Corp., Palm Beach Co., Pepsodent
 Sales, Ltd., Pharma-Craft Corp., Reddi-
 wip Co., Safeway Stores, A. E. Staley Mfg.,
 United Wallpaper Inc., Wolverine Shoe and
 Tanning Co., William Wrigley, Jr. Co., Zono-
 lite Co., Chocolate Products Co., Thomas
 Emery & Sons, Inc., Glaser-Crandell Co.,
 Jacob Ries Bottling Works, Inc., Janney Sem-
 ple Hill & Co., Jel Sert Co., Lincro 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., Sun Oil Co., Texas Bank & Trust Co.,
 Texas State Optical Co., Wallerstein Co.,
 Waxed Paper Merchandising Council, West-
 ern Gear Works, Radio Cincinnati, Inc.
 (Radio Station WKRC); Radio Station
 KJET, Houston, Tex.; Radio Station KTHT,
 Houston, Tex.

LEWIS EDWIN RYAN ADVERTISING
 726 Jackson Place, N. W., Washington, D. C.
 Phone: REpublic 7-7606
 AAAAA—ABC—ABP—ANPA—AFA
 Owner.....Lewis Edwin Ryan
 Gen'l Mgr.....John F. Hardie
 Comptroller.....Preston D. Coiner
 Sr. Acct. Exec.....William R. Doores
 Prod. Mgr.....David F. DeYoung

Acct. Exec.....Samuel E. Hunsaker,
 Donald H. Dixon
 Art Directors.....James W. Steele
 William R. Clifford
 Dir., Radio-TV.....William J. Green
 Copy Chief.....Louise Scheiman
 Creative Director.....Walter Kerwin

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
 PresidentBen Sackheim
 Exec. Vice-Pres.....George B. Pampel
 Secy., Treas.....S. M. Sackheim
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Production Manager.....Bernard Spiro
 Media Director.....William Galker
 Research Dir.....B. W. Saas
 Acconnt Executives.....Jerome G. Hahn,
 George B. Pampel, Glenda Sullivan,
 Sylvia Sackheim, Ted Breining
Radio Accounts: The Autoyre Company
 (Kitchen and Bathroom Accessories), Oak-
 ville, Conn.; Peter Pan Foundations, Inc.
 ("Merry-Go-Round" Brassieres), Flex-Let
 Corp. (Flex-Let Watch Bands & Beau Brum-
 mel Men's Jewelry), E. Providence, R. I.
TV Accounts: Flex-Let Corp., E. Provi-
 dence, R. I.; Peter Pan Foundations, Inc.
 (Brassieres), New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
 Phone: PLaza 5-1180
 AAAAA—ABP—ANPA—ABC
 President.....Stanley J. Keyes, Jr.
 Vice-President.....John L. Fitzgerald
 Vice-Pres.-Art Director...Alfred A. Anthony
 Vice-Pres.-Copy Chief.....Ward Seelye
 V.P.-Sls. Prom.....R. K. Snively
 Production Manager.....William Korcak
 V.P., Media Dir.....James J. Freeman
 Publicity Director.....Torrey Stearns

Branch Offices

1004 No. Charles St., Baltimore 18, Md.
 Phone: PLaza 2-0809
Radio Accounts: Davison Chemical Co.,
 Div. of W. R. Grace & Co. (Fertilizers), Bal-
 timore, Md.; Josiah Wedgwood & Sons,
 (Chinaware), N. Y., N. Y.
TV Accounts: Davison Chemical Co., Div.
 of W. R. Grace & Co., Baltimore.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16,
 La.
 Phone: CANal 9212
 ANPA—ABP—NOAB
 PresidentWalker Saussy
 Vice Presidents.....Joseph Shields, Jr.,
 D. W. Ziegelasch
 Radio Time Buyer.....Stanley Starr
 Acct. Executives.....Jules Rohert,
 James S. Byrne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea); L. A. Frey & Sons (Meat Products).

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugar Refinery; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1324

President.....Frank B. Sawdon
Vice-President.....Jerry Bess
Secretary.....Victor Sawdon
Radio-TV Production.....Jack Wilcher
Coordinator.....James Hackett

Branch Office

75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager.....Tom Mannos
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.

SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President.....Julius Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Secy. & Treas.....Morris 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), Philadelphia, 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 (Dinner Ware).

SCHWEIDELER, BECK & WERNER, INC.

487 Park Ave., New York, N. Y.
Phone: MUrray Hill 8-8866
ABC—ABP—ANPA

President.....Joseph Scheideler
Exec. V.P., Treas.....Joseph Beck
Secretary.....Eugene Hulshtzer
Dr. Radio-TV Timebuying.....Vera Brennan
TV Director.....Walter Ware

Radio Accounts: Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes, Protex Soap, Blue Barrell Soap), New York, N. Y.; C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles), Jersey City, N. J.; The Mc-

Ilhenney Co. (Tabasco Sauce), New Iberia, La.; International Salt Co. (Sterling Salt), Scranton, Pa.; Newsweek Magazine (Newsweek), New York City.

TV Accounts: Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes, Protex Soap); C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles); The McIlheny Co. (Tabasco Sauce); Int. Salt Co. (Sterling Salt).

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.....Althea Hubbard

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-45
ABP—ANPA—APA—NOAB—PPA

Exec. Vice-Pres.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....R. J. McVicker, Jr.

Radio Accounts: Gladdings, Inc. (Radios), 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 Fabric Shop, Providence; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWIMMER & SCOTT, INC.

814 N. Michigan, Chicago 11, Ill.
Phone: WEstlEhll 4-6886
ANPA—APA—PPA—NBP—AAAA

President.....R. J. Scott
V.P., Creative Dir.....Leo J. Krakover
V.P., Radio-TV Dir.....Robert S. Knapp
Treasurer.....Harry Heilig
Media Dir., Time Buyer.....Robert Riemenschneider, Jr.

Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel, Inc., Chicago, Ill.; Helzberg's (Jeweler's), 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 Mill Corp., Chicago.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.

Phone: WHitehall 3-2133

ANPA—APA—PPA

PresidentFreeman Keyes
 Exec. Vice Pres.....Harry H. Maus
 Vice Pres. Gen. Mgr....H. B. Goldsmith, Jr.
 Vice Presidents.....A. D. Keyes
 Daniel Foster, Harley B. Hobbs, James
 Witherell, L. J. Marshall, Dean Landis,
 P. F. Marshall, Fred Willson

Sec.-Treas.....E. V. Owen
 Time BuyerMerle Myers
 Radio-TV Director.....R. B. Young
 Dir. Film Prod.....Allen Lee

Branch Offices

121 Monument Circle, Indianapolis 9, Ind.
 MELrose 5-1361

V.P. in Chg.....Paul Richie
 418 S. Robertson Blvd., Los Angeles, Calif.
 Phone: CRestview 4-7613

ManagerLou 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., Admiral Corp., Chicago.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Admiral Corp., Chicago; Topco Assocs. (Canned Foods), Chicago.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA—ABP

PresidentEdward Shapiro
 Vive-President.....Leonard Goldsmith
 SecretaryH. Hyman Shapiro
 Treasurer.....Edward L. Frater
 Art Director.....Jack Garry

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association; Price Vacuum Stores.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.

Phone: MOhawk 4-6323

ANPA—APA—PPA—NBP

President & Treas.....John W. Shaw
 Vice-Presidents.....David E. Guarrant.
 P. L. O. Smith, Arch Macdonald

Dir., Radio, TV
 & Commercial Films.....H. Ketting
Radio Accounts: The Quaker Oats Company, Chicago, Ill.

TV Accounts: The Quaker Oats Company, Chicago; Dormeyer Corp., Chicago; Webster-Chicago Corp., Chicago; Frank Fehr Brewing Co., Louisville, Ky.

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—FAAG—PPA

President.....Myron L. Silton
 Exec. V.P.....Jason N. Silton
 V.P., Producer, Buyer.....E. W. Hoffman
 Treas., Media Dir.,

Radio-TV Buyer.....Ramon N. Silton
 V.P. Art.....Andre B. Paquette
 Asst. Treas.....Ruth B. Comerford
 Media Analyst.....Marie E. Kachinski

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Homestead Motor Car Co.; Boston; Barcolene Co. (Detergents), Boston; Boston Bonnie Fisheries (Frozen Sea Food); Hotel Kenmore; Kendall Manufacturing Co. (Soapinc), Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Metropolitan Furniture Co. (Retail Furniture Store), Lynn, Mass.

TV Accounts: Craftsman Insurance Co. (Accident & Health Insurance); New England Provisions Co. (Meats); The Barcolene Co. (Detergents Manufacturer); Elm Farm Foods Co. (Retail Food Chain); Homestead Motor Car Co. (Used Car Dealer); Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Mutual Shoe Sales Co. (Foot Flaires Shoes Mfrg.), Maynard, Mass.

Estimated Radio-TV Billings: \$400,000.00.

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

924 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Manager.....W. M. Holder
Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 13, 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 Director.....Richard 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; Benjamin Rich (Real Estate); Sealy Mattress Co. (Mattresses); Taylor's Inc. (Dodge-Plymouth); Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); People's Outfitting Co. (Dept. Store); Dossin Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula); Detroit; Stone's Jewelers, Detroit; Schmidt's (Beer); Detroit; Wrigley's Super Markets; Detroit; Park Furniture Co.; Epps Four Great Stores (Sporting Goods); Holden Builders; Keene Television; Kwik Kale of Detroit, Inc. (Vending Machine Coffee); all Detroit.

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi-Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); General Electric Supply Co. (Appliances); Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.; Lix.

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Media Dir. & Copy Chief.....H. D. Peltier
 Radio Dir.....I. M. Diebold
 Account Executives.....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—FAAG

President.....Ronald P. Taylor
 Bd. Chrmn., Treas.....Robert M. Jenkins
 Television Dir.....Thomas J. MacWilliams
 Radio Director.....Les Sterne
 Vct. Executives.....Ronald P. Taylor,
 Robert E. Quaid, W. C. Sutherland, R. M.
 Jenkins, E. A. Hudson, Jules A. Petrency,
 J. J. Matelan, R. K. Pearson, William D.
 Morrissey

**SON DE REGGER ADV. AGENCY
 INC.**

1020 Locust St., Des Moines 9, Ia.

Phone: 3-3185

ANPA—APA—ABP—FAAG

President, Space Buyer, Radio Time
 & Acct. Exec. Treas.....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: Pleasant 3-1789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Secretary.....H. H. Hartwell
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice
 Vct. Exec.....Robert F. Hayward
Radio Accounts: Coronado Hotel, Peoples
 Savings Bank, Mechanics Natl. Bank, Smith &
 Lyfe, Inc. (Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY,
 INC.**

115 Park Ave., New York 22, N. Y.

Phone: Murray Hill 8-1107

ABP—ANPA—APA—PPA

President, Treas.....Raymond Spector
 Client Service.....Bert Schwartz
 Art Director.....Irving Trabich
 Production Manager.....Richard Scott
 Dir. of Pub. Rel.....Millie T. Trager
 Research Director.....Cal Morris
 Radio-TV Director.....Dick Blaine
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, Vct. Exec.....William Spitz
 Art Director.....Phillip Gabriel
 Copy Chief.....Cynthia Proulx
 Production Mgr.....Diane Davis
 Space & Time Buyer.....Martha Mathews
 Radio-TV Director.....Ed Heri
Radio Accounts: Empire Card Co., Inc.
 (Greeting Cards), Elmhurst, 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), Syra-
 cuse & 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. (Fimco Dog & Cat Food),
 Fair Haven, N. Y.; University College
 Adult Division, Syracuse University.

TV Accounts: Bedding Furniture Super-
 market (Furniture), Syracuse; Empire Card
 Co., Inc. (Greeting Cards), Elmhurst, N. Y.;

Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Onidoor 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.; Timeron 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
Radio TV Director.....T. R. Hart
Account Executives.....J. R. Charles,
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S. Boswell, G. F. Mills, J. W. Spitzer, W. H. Reid, J. Bramma, D. McMillan, F. E. Smith,
W. S. Karn

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, F. Brunet, H. Smith

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131

ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W. Gudelman
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
Media, Radio, TV Dir.,
Time Buyer.....Alfred B. Udow

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunhar 1-5600

AAAA—ABP—ANPA—APA—PPA—NOAB
Chrmn. of Board.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
Pres., Dir. of Contract...Joseph D. Nelson, Jr.
Exec. V.P., Treas.....C. Thomas Martin
VP & Dir. Media.....Robert A. McDowell
Television Director.....Gary Lee
Dept. Mgr., Time Buyer....Douglas Burch

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), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; 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 CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: Baker 9140, 9149

Pres., Treas., Media Dir.....Morry Storm
V.P.-Radio & TV Dir. &

Acct. Ex. Time Buyer.....Jean Schautz
Prod. Mgr.....Elmer Foote
Office Manager.....Janet Thomas

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; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester.

DANIEL F. SULLIVAN CO., INC.

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., Space Buyer....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

177 Madison Ave., New York 22, N. Y.
Phone: ORegon 9-2500

ANPA APA NOAB PPA NBP

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- Vice-Pres.....Robert T. Colwell
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- Vice-Pres.....A. K. Spencer
- Vice-Pres.....Luther H. Wood
- Vice-Pres.....Maitland Jones
- Vice-Pres.....Samuel Carter III
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- Vice-Pres.....Barrett Welch
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- Vice-Pres.....Joseph Hardie
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- 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: Hollywood 4-2119

- Vice-Pres. & TV-Radio Dir.....Jack Van Nostrand
- Assistant.....John G. Cole

J. WALTER THOMPSON COMPANY

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

Phone: Murray Hill 3-2000

AAAA ABP ANPA APA

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- Vice Chairman.....Henry C. Flower, Jr.
- Vice Chairman.....Samuel W. Meek
- President.....Norman H. Strouse
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- seph Stone, Winfield Taylor, Edward Thomas, Robert Urban, Ruth Waldo, Samuel Walker, Shirley Woodell, William Fiske Wright, William Pelton Wright, Jr.
- V.P., Radio-TV.....H. Bart McLugh
- V.P., Secretary.....Howard Kohl
- Treasurer.....Luther O. Lemon
- 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: MOhawk 1-6700

- Vice Pres., Mgr.....George C. Reeves
- In Chrg. Radio-TV Dept.....Peter Cavallo
- 535 Griswold St., Detroit, Mich.

Phone: WO 2-8390

- V.P., Mgr.....John L. McQuigg
- 6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-7201

- Vice Pres.....Tom R. Cooper
- V.P., Radio-TV Dept.....Cornwell Jackson
- 220 Miracle Mile, Coral Gables, Fla.

Phone: Miami 83-5187

- Manager.....Eugene Austin
- 320 California St., San Francisco, Calif.

Phone: CA 4-3510

- V.P., Pacific Area Mgr.....Harry A. Lee

Radio Accounts: Kraft Foods Co.; Ford Dealers Assn.; Swift & Co.; Shell Oil Co.; Johns-Manville Corp.; Ward Baking Co.; Pan American; Quaker Oats Co.; Lever Brothers; Standard Brands; Scott Paper Co.; Mentholatum; Schlitz Beer.

TV Accounts: Aluminum, Ltd.; Atlantis Sales; Brillo Manufacturing Co.; Chun King Sales; Eastman Kodak; Johns-Manville Corp.; Ford Div.; Central Fund; Kraft Foods Co.; Lever Brothers; Fibby, McNeill & Libby; Pan American; Quaker Oats Co.; Scott Paper Co.; Swift & Co.; Sylvania; Assoc. Hospital Service of N. Y.; United Medical Service, Inc.; Ballantine; 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.; Schlitz Beer.

TRACY, KENT & CO., INC.

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

Phone: ELdorado 5-4404

ABP ANPA APA -PPA-NBP

- Chairman of Board.....Wm. Irwin Tracy
 - Pres.....Frank S. Kent
 - Vice-Pres. & Art Dir.....Hugh F. Donnell
 - Treas. & Sec.....Geo. M. Pease
 - Vice-Pres.....F. Haas, F. Nye, Leo E. Kirby
 - Buyer.....F. W. Hass
 - Radio & TV Director.....P. A. Baecker
- Radio Accounts:* J. W. Beardley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Uller Products, Inc. (Snack

Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; New Jersey Egg Institute (Jersey Jill Eggs), Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: Sterling 4741
AAAA-ABP-ANPA-AFA

President Morris Hite
Exec. Vice-Pres. Clay W. Stephenson, Jr.
Vice-Pres., Treas. John H. Wellenkamp
Radio, TV Director Lawrence E. DuPont

Branch Office

2332 Wittolcombe, Houston 25, Texas
Phone: MO 7-3306

Vice-President. Clay W. Stephenson, Jr.
1501 Canal St., New Orleans 16, La.
Canal 9278

Exec. G. C. Mossman
Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. & KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio-TV Dir. Wm. von Zehle
Copy Chief. Otto Riess
Treasurer Kathleen Banks
Secretary Anthony Sarnataro

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Complete Machinery & Equip. Co.; Dyson Shipping, N. Y.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S. Inc.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC-ANPA

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General Manager. Paul McCluer
Prod. Service Dir. Lawrence W. Davidson
Research Dir. Gordon Norberg
Art Director. J. B. Hoopes
Dir. Radio Pgms. P. C. Lund
Controller. L. J. Franel
Media Director. Louis J. Nelson
Space, Time Buyer. David S. Williams
Dir. of Network TV Pgms. Jack Farnell
Dir. of TV. Booth Luck

Branch Offices

Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-7457

Exec. Vice Pres. Robert E. Dwyer
Vice Pres. Snowden Hunt, Jr.
Director, Radio-TV Oper. Edgar Pierce
10 East 49th St., New York, N. Y.
Phone: PLaza 5-4156

Manager. Forrest T. Owen
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Baetina), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEMlock 5542

AAAA-ABP-APA-PPA-ANPA
CAAN

President Hugo Wagenseil
Secy.-Treas. G. Wagenseil
Acct. Executive. W. H. Ford
Radio Director. F. R. Harwood

**WALKER & DOWNING,
GENERAL AGENCY**

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.
Account Executives. C. P. Richardson,
F. L. Newmeyer, C. F. Hoffman, Frank G.
Orr, A. F. 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; I. N. Hagan Ice Cream Co. (Milk & Ice Cream), Uniontown, Pa.; Niagara Manufacturing & Distributing Corp. (Mechanical Massage Equipment), Adamsville, Pa.; Pittsburgh Coke & Chemical Co. (Insecticides), Pittsburgh, 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; I. N. Hagan Ice Cream Co., Uniontown, Pa.; Niagara Manufacturing & Distributing Corp., Adamsville, Pa.; Pittsburgh Coke & Chemical Co.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MURRAY Hill 4-8950
ABP—ANPA—PPA

President.....Norman D. Waters
Vice President.....Bliss Woodward
Secretary.....Elaine L. Waters
Treas., Gen. Mgr.....Louis Landesman
Space Buyer.....Fay Marenus
Production Mgr.....Robert Arch
Traffic.....L. Sanford Waters
Office Manager.....Rose Berger
Art Director.....Robert Bergman
Mechanical Art.....Frank Martin
Asst. to Pres.....Sheridan Sands
Account Exec.....Norman Waters,
Bliss Woodward, Leonard Koven, Roy Friedlander

Pacis, France, 1 Ave. Franco-Russe
Manager.....Faith Shipway

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUDSON 6-0350
ABP—APA—ANPA

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.....Harry Alleva
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, John Callis

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); 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; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason

& Hamlin Piano Co.; Modell Jewelers; Michaels Brothers (Dept. Store); Schane Pontiac Corp.; Old Reliable Oldsmobile; Zenith Radio Corp.; Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center, Chinchilla Industries, Inc.; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., Warren Connolly (Appliances), all New York, N. Y.

Estimated Radio-TV Billings: \$900,000.

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, Harry Berk, Harold Jaeger
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., Mgr.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood
Radio Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery.

WASSER, KAY & PHILLIPS, INC.

610 Clark Bldg., Pittsburgh 22, Pa.
Phone: GRANT 1-5752

President.....G. S. Wasser
Vice Pres.....F. J. Laughlin
Media Director.....Harry Anderson
Art Dir.....Virginia Hubach
Radio, Television Director.....Alvin Roth
Account Executive.....G. S. Wasser
Copy Chief.....Irene Wilson
Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; T-K Roofing Mfg. Co., Chester, W. Va.; City Products Corp. (Ice), Pittsburgh, Pa.

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIAMOND 3-8108
ABP—ANPA—AAAA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Osear E. Payne
Vice Presidents.....Leslie S. Hauger,
Don Dyer
Secy., Radio-TV Dir.....Don S. Mitchell

Asst. Treasurer.....Jack Buchman
 Account Executives.....Don Watts,
 Oscar E. Payne, Leslie S. Hauger, Don
 Dyer, Don S. Mitchell, Thurman Glenn,
 George Breidenbach.
 Radio-TV Traffic.....Sally Milstead
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 Supply,
 Tulsa; United Fed. Sav. & Loan, Tulsa;
 Bell Oil & Gas Co., Tulsa; Okla. Natural Gas
 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;
 Okla. Natural Gas Co., Tulsa; Jitney Jungle
 (Grocery Chain), Tulsa.

WEISS & GELLER, INC.

400 North Michigan Ave., Chicago 11, Ill.
 Phone: Whitehall 3-2100
 ANPA—PPA—NOAB

President.....Edward H. Weiss
 Vice Presidents.....Irving Auspitz,
 Bernard Gross, Jerome Joss, Bruce Dodge
 V.P., Sec. Radio, TV Dir...Marvin L. Mann
 V.P., Art Dir.....N. Lee King
 V.P., Dir. of Research.....Joseph White
 Media Dir., Radio, TV Time

Buyer.....Jack Bard
 Treasurer.....Ernest Stern
 Production Manager.....Leo Sikes
 Radio, TV Time Buyer...William Stenson
 Acct. Execs.....Arthur Ramsdell, Bennett
 Cooper, Hubert Doering, John Clayton,
 Richard Sachse, George Gruenwald, Grady
 Boles, John Harpham, Kerry Sheeran,
 Roger Moran, Ken Murison, Byron Bonnhelm,
 Robert Fierst

Branch Offices

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-4070

V.P., Dir. Radio-TV.....Max Tendrich
 9533 Brighton Way, Beverly Hills, Calif.
 Phone: CRestview 6-7048

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
 Phone: MURray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
 Copy Chief, Space Buyer.....Ray Buras

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: WEster 8-2681
 ABC—ABP—ANPA

President.....Edward E. Keeler
 Vice Presidents.....William Wilson,
 C. M. Grove

V.P., Radio-TV Dir.....Edmund A. Lytle
 Copy Chief.....Raymond E. Banks
 Media Dir.....Noirne Freeman
Radio Accounts: Alemite Co. of Calif.;

Battle Creek Food Co., Los Angeles, Calif.;
 Bowie Pies; Pig'n Whistle Brands, (Candy);
 Calif. Wholesale Electric; Ontra Cafeterias;
 Community Bank; First Thrift Of Los Angeles;
 Huntington Park First Savings; First
 Federal Sav. & Loan of Wilmington, Calif.;
 Gallenkamp's Stores Co.; Mills Sales Co.;
 Librascope, Inc.; G. M. Giannini Co.

TV Accounts: Gallenkamp's Stores Co.;
 Pierpoint Landing; General Electric Supply
 Co.

WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.
 Phone: MU 8-4050
 ABP—ANPA

President.....Larry Schwartz
 Vice Presidents.....Ted Granenson,
 Kenneth Rader, Ed Greenberg

Secy.-Treas.Howard Wechsler
 Acct. Supervisor.....George Gilbert
 Radio-TV Dir.....Dan Wallack
Radio Accounts: Speert & Co. (Combs);
 Ambrosia Cosmetics (Facial Cleansers);
 Ken Research; Gibson-Momser Co., Inc.
 (Brushes); Doak Pharmaceutical, all New
 York City; W. Gobel (Hummel Figurines),
 Bavaria; Kalart Co., Plainville, Conn.

TV Accounts: Research for Better Living,
 Inc. (T. W. O. Reducing Preparation);
 Thompson Medical Products (San Cura
 Ointment); Sinclair Pharmaceutical; Lady
 Brett Candles, all New York, N. Y.; Burndy
 Engineering Co. (Electrical Products), Norwalk,
 Conn.; Berko Electric Mfg. Corp.
 (Radiant Heating), Queens Village, N. Y.;
 Reliance Pencil Corp., Mt. Vernon, N. Y.

Estimated TV Billings: \$150,000.00.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
 Phone: DELaware 7-8000

AAAA—ABC—ABP—ANPA

President.....Larry 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

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, Treas.....W. L. Sanborn
 Media Dir.....George R. Bishop
 V.P., Radio-TV Dir.....V. L. Morelock
 Vice Pres., Acct. Exec.....Walter Winius
 Vice Pres.....William H. Austin
 Vice Pres., Creative Dir.....James D. Nevins

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; Manhattan Coffee Co.; Carling Brewing Co.; Miller Products Co. (Insect Repellent); Bardenheier Wine Cellars, all St. Louis, Mo.

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. Co-grove
Secretary John Boyd
Vice Pres. Kenneth Hammond

WYATT ADVERTISING AGENCY

101 Navarro St., San Antonio 5, Texas
Phone: CA 6-2226

SNPA

Owner William I. Wyatt
Art Dir. William J. Lytle
Prod. Mgr. James Thompson
Copy Chief Esther Smith
Radio Dir. Tom Holbrook

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
NPA-AAAA-ABC-ABP

President Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans
Brd. Louis N. Brockway
V.P., Co-Chmn. Plans Brd.,

A. V. B. Geoghegan

V.P., Art Director... Frederick S. Sergejian
Senior Vice President... Frank Fagan
Sr. V.P., Contact Dept... Harry Harding
Sr. V.P., New Business... William H. Howard
V.P., Dir. Radio-TV... Robert P. Mountain
Vice Presidents, Radio-TV... David Levy,
Joseph A. Moran

Mgr., Radio-TV Pub... Harry Rauch
V.P., Mgr. Copy Dept... John B. Rosebrook
V.P., Dir. Int'l. Div... Lorimer B. Sloum
V.P., Gen. Counsel... David Miller
V.P., Merchandising Dir... Samuel Cherr
V.P., Dir. Pub. Rel... Ken R. Dyke
V.P., Dir. Research... Dr. Peter Laughoff
Mgr. of Radio-TV Oper... D. Y. Bradshaw
V.P., Dir. Copy, Radio-TV

Com's 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 L. Henderson,
Alexander Kroll, A. Gardiner Layng, Robert
P. Mountain, Walter K. Niebl, William
L. Shinnick, Albert Tih. Jr., Walter B. C.
Washburn, Edward Bond, Robert H. Brinkerhoff,
Robert Clayton, Montagu C. Miller,
Bernard Pagenstecher, Paul Richardson,
Louis P. Weil, J. P. Wilkerson, Thomas W.
Clark, H. Kierstead, Randolph McKelvey,
William D. Thompson

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.

Phone: Financial 6-0750

V.P. Mgr. John F. Whedon
645 Griswold St., Detroit 26, Mich.

Phone: Woodward 1-0067

Manager James W. Johnson
6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-2731

V.P. Radio-TV Dir. Walter Bunker
235 Montgomery St., San Francisco 4, Calif.

Phone: DOUGlas 2-6977

V.P. Mgr. Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; General Food- Corp.; Gen-
eral Electric Co.; Cannon Mills, Inc.; Gulf
Oil Corp.; Procter & Gamble Co.; American
Home Foods, Inc.; Metropolitan Life In-
surance 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.; Singer Sewing Ma-
chine Co.; Time Inc.; P. Lorillard Co.;
Gulaby Packing Co.; American Bakeries
Co.; Drake Bakeries, Inc.; Johnson & John-
son; Northern Paper Mills; Personal Prod-
ucts Corp.; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; Duffy-Mott Co., Inc.; Pro-
cter & 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.; Sanforized Div. of Cluett,
Peabody & Co., Inc.; Drackett Co.; Elgin
National Watch Co.; Hunt Foods, Inc.; Rem-
ington-Rand, Inc.; American Bakeries;
Gulaby Packing Co.; Drake Bakeries, Inc.;
Max Factor & Co.; Time, Inc.; Permarel
Tape Corp.; Northern Paper Mills; Interna-
tional Harvester Co.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
Phone: 2-2816

Owner M. A. Yount
Acct. Executives M. John Yount,
George R. Rinderle
Production Mgr. Arthur M. Elder
Secretary Luella Drenning
Art Director Richard Bitting
Artist Lee Tillman
Radio Accounts: The Erie Brewing Co.,
Erie, Pa.

TV Accounts: The Erie Brewing Co., Erie,
Pa.; Harris Inc. (New and Used Automob-
iles), Erie, Pa.

ZANPHIR, PETER, ADVERTISING

365 5th Ave., New York 17, N. Y.
Phone: PL 3-8310

ABP

Radio & TV Accounts: TV Programs of
America, The Katz Agency.

Top Agency Presidents

• **Pictures and profiles of the men who held the billing reins for the top twenty-five ad agencies in the nation. Total investment by these agencies in radio and television in 1955 amounted to more than \$675,750,000.**



BEN DUFFY, president of BBD&O, has spent his entire career with the firm. Starting at 17 as an office boy, the young Irishman became head of the media department in 1928 when the George Batten company merged with BD&O to form the present company. Baptized Bernard Cornelius, sometime in this period Ben lost his given name, and now only uses it for the most formal signatures. In 1934 he became director of media; in 1938 a vice-president and director, in 1944 executive VP; in 1945 general manager; and finally, in 1946, president. In 1951 Ben found time to author the standard "Profitable Advertising in Today's Media & Markets." He is also a member of the Board of Directors of the Audit Bureau of Circulations, member of the Advisory Committee on Advertising of the Proprietary Association of America.

NORMAN H. STROUSE, the new president of J Walter Thompson, has spent virtually all of his business career in advertising. He was an advertising salesman with the Seattle Post-Intelligencer for four years before joining the J Walter Thompson Company's San Francisco office in 1929, where he served in a variety of capacities, including account representative. Strouse enlisted in the Air Corps, as a private, declining an officer's commission, early in the Second World War. He ended his service as a Major, with a Legion of Merit, three campaign stars and a Medal of Merit from the Philippine Government. In 1945 Strouse went to the Detroit office of the Thompson Company where he became a vice president, and later manager of the office.



ADOLPH J. TOIGO, president of Lennen & Newell, Inc., is a strong believer in research, and has spent much of his agency career as a research director. While holding a full time job with John H. Dunham, a Chicago agency, after his graduation from the University of Chicago in 1929, he was a football line coach for Stagg. In 1936 he came east to manage the research department of Benton & Bowles, and four years later moved to Geyer, Cornell, & Newell in a similar capacity. In 1943 he became a vice-president and research director of William Esty Co., and soon became chairman of the plans board and supervisor of the Colgate account. In 1952 he helped change Lennen & Mitchell into Lennen & Newell, and became a vice-president.

SIGURD STANTON LARMON, president and chairman of the board for Young & Rubicam, Inc., began his career as a salesman in 1914 with various companies before becoming district manager of Columbia Phonograph Co. in 1922. In 1925 he joined N. W. Ayer & Son as an account executive. Larmont became associated with Y & R in 1929, reaching his present position in 1942. Born in Stanton, Iowa, July 21, 1891, he attended Dartmouth College, receiving his B.S. degree in 1911 and his M.A. in 1948. Larmont is a member of the U. S. Advisory Commission on Information, a trustee of the Committee for Economic Development and a member of the Research & Policy Committee for the government. He is also vice chairman of the U. S. Council of the International Chamber of Commerce.



MARION HARPER, JR., president of McCann-Erickson, was born on May 14, 1916, in Oklahoma City, Oklahoma, attended Phillips Academy, Andover, Mass., and was graduated from Yale University in 1938. During the following year he joined McCann-Erickson. After serving successively as manager of copy research, vice-president in charge of research and merchandising, and assistant to the president, Harper became president of McCann-Erickson in December, 1948. At that time the agency had 24 offices and 1,200 employees. Today it operates from 34 offices in sixteen countries and its employees total 2,775. During the same period, the agency's business volume has more than doubled. Harper is also the author of "Getting Results from Advertising."



WARNER S. SHELLY, president of N. W. Ayer & Son, Inc., can really claim to have started his career at the bottom. His first job, in 1920, involved working under the Hudson River on the Hudson tubes. This was a full-time job, and he was also taking full-time courses at Fordham University Law School. His double career caught the attention of friends who worked for N. W. Ayer & Son. He joined Ayer in 1923, worked up steadily through several departments to become a vice president and manager of client service in the New York office in 1938, and a director in 1951. In the latter year he was also elected president. In the average year he travels about 50,000 miles by plane visiting clients throughout the country and as far away as South Africa.

ATHERTON W. HOBLER, Chairman of the Executive Committee of Benton & Bowles, Inc., has been associated with the firm since 1932 when he joined as an equal partner, becoming president a year later. A University of Illinois graduate, Mr. Hobler entered the advertising field as an assistant in the media department of the Gardner Agency in St. Louis, but after six months joined the Appleton Manufacturing Co. as an auditor. By the time he was 24 he had complete authority over sales and marketing, but returned to Gardner in 1919, and by 1922 was vice-president and general manager. Three years later he came to New York as an account executive with Erwin Wasay & Co., and later became a partner. The native of Chicago became chairman of the board of B & B in 1941.



MILTON H. BIOW, chairman of the board and chief executive officer of the Biow Company, has never worked for an agency other than his own. Born in New York on July 24, 1892, and attending schools there, Milt entered the advertising business as a young man, founding his own firm in 1918. He has a keen interest and appreciation of English antiques, whether it be furniture, silver, china or glassware. His mid-Manhattan air-conditioned town house on East 62nd St. is filled with fine pieces, as are the offices of the Biow Co. Strongly disliking personal publicity, his biography in *Who's Who* is limited to a few lines. He married the former Milise Lane Banning on January 9, 1944. Biow's first principle is to constantly re-examine advertising and merchandising, to quote him, "with an ear to the familiar cash register ring."

FAIRFAX M. CONE, president of Foote, Cone & Belding since 1951, formed the company in 1943 in association with Emerson Foote and Don Belding—all three vice-presidents of the dissolved Lord & Thomas Agency. He started out with L & T as a copywriter after three months on the staff of the San Francisco Examiner. Within nine years he became a vice-president of the agency and manager of the San Francisco office. In 1941 he became executive vice-president and manager of the Chicago office. Since the formation of FC&B Mr. Cone has been successively chairman of the executive committee, chairman of the board, and since 1951, president. He is also a past chairman and currently a member of the advisory council of the AAAA.



JOHN P. CUNNINGHAM, president of Cunningham & Walsh, Inc., has been with the same firm, or its predecessors, since he entered the advertising field as an artist fresh from a World War I tour in the Navy. A Harvard graduate, he started in the art department of C & W's predecessor, the Newell Emmett Co., and quickly moved into copy territory. He was appointed vice-president in 1931 and later became the agency's creative head. When C. D. Newell retired in 1949, Cunningham became executive vice-president. At this time the agency changed its name to reflect current principals. He was elected president in 1954, at which time Fred Walsh became chairman of the board. During World War II, he was a chairman of the creative advertising committee for the U.S.O.



JAMES H. S. ELLIS, president of the Kudner Agency, Inc., has been with the firm since 1935, when it was founded by Arthur Kudner. A native of Rensselaer, Indiana, Jim Ellis entered the advertising field after service with the A.E.F. in the first World War. His first position was with a firm in Columbus, Ohio, and in 1928 joined Erwin, Wasey & Co as copy chief. On the death of Mr. Kudner in 1944, Mr Ellis succeeded him as president, and in 1945 became head of the newly formed Kudner Agency, Inc. Jim is board chairman of the National Outdoor Advertising Bureau and a former member of the Board of Directors of the American Association of Advertising Agencies. A resident of New York City, he is married to the former Maxim Courtney Ford, and the father of three sons.

LEO BURNETT, chairman of the board, Leo Burnett Company, Inc., started out to be a newspaperman on his home town paper, the St. John's (Mich.) Weekly, and after his graduation from the University of Michigan, worked for the Peoria (Ill.) Journal. He moved on to become editor of the Cadillac Motor Car Company house organ, and advanced to the position of advertising manager. Mr. Burnett held positions with the Homer McKee agency, Indianapolis, and Erwin, Wasey & Co., Chicago, before opening his own firm—with a staff of seven, and three accounts—in mid-depression 1935. Best known for his creative work, Mr. Burnett is still actively in charge of the agency's creative work. The parents of three children, the Burnetts live on a farm in Lake Zurich, Ill.



BARTON A. CUMMINGS, president of Compton Advertising, Inc., is probably one of the youngest chief executives of a multi-million-dollar corporation in the nation, heading up an agency that has more than doubled its billings in the past 8 years. Following his graduation from the University of Illinois in 1935, he joined his father's agency in Rockford, Ill., and later was associated with Swift & Co., and Benton & Bowles. During the early part of the war, he worked with the OWI and the OPA, later joining the Navy. After V-J Day, Bart spent a short time with the Maxon Agency, and in 1947 joined Compton as an account executive. Three years later he became a vice-president, and in 1952 was elected a director. In January 1955 he was elected president.

HENRY G. LITTLE, chairman of the board and president of Campbell Ewald Co., Detroit, has been in advertising for 36 years, all but three of them in the agency field. He started with Lord & Thomas in 1919, and seven years later was transferred to the San Francisco office. In 1935 he opened an office in Dayton, Ohio, to handle the Frigidaire account. After becoming a vice-president he left the agency to manage the Cincinnati office of Roy S. Durstine, and then moved to the general managership of Campbell Ewald Co. A year later he became executive vice-president and a director. He was elected president in 1952, and chairman of the board in 1953. Henry was recently elected chairman of AAAA board of directors and its operations committee.



WILL C. GRANT, president of Grant Advertising, Inc., established his agency in 1935 at Dallas, Tex., after selling advertising for R. R. Donnelley & Sons from 1932 to 1934. He also sold for W. F. Hall Printing Co. Grant opened the home office in Chicago in 1937. The New York office opened three years later, and several foreign branches are now open. Grant was born in Dallas on Aug. 9, 1906 and attended high school there. He entered Southern Methodist University in 1924. While working his way through, Grant sold so much advertising for the student annual paper that the university abolished the paper on the grounds that big business was not a suitable student endeavor. Grant is also a member of the Indian Hill Club, and the Racquet Club.



HOWARD D. WILLIAMS, newly named chairman of the board of directors of Erwin, Wasey & Co., received his B.S. degree from Massachusetts Institute of Technology in 1911. He joined the Chicago Sanitary District as an engineer the same year. Williams has successfully worked for James McCreery & Co., New York City, Stewart Dry Goods Co., Louisville, and the National Cash Register Co., Dayton, where he was vice-president in charge of foreign operations, before entering the advertising field. At Erwin, Wasey & Co., Williams held several posts, becoming president and general manager in 1947 and now chairman. He is a member of the American Association of Advertising Agencies, director of the Advertising Research Foundation and a 32nd degree Mason. Williams is a World War I veteran.



CLIFFORD L. FITZGERALD, president of Dancer-Fitzgerald-Sample, Inc., has swapped titles of president and chairman of the board with H. M. Dancer for twelve years. After graduating from Dartmouth College, the young native of St. Louis founded the Fitzgerald Advertising Agency in New Orleans in 1927, at the age of 24. In 1937 he left his partners to manage the Chicago office of Sherman & Ellis & Co., In 1941 Cliff joined Blackett-Sample-Hummert as vice-president and over-all supervisor of the agency's Procter & Gamble account. In 1943, the organization became Dancer-Fitzgerald-Sample, Inc. Cliff married the former Isabel Hanway in 1924, and is now the proud grandfather of six.



WILLIAM B. LEWIS, president of Kenyon & Eckhardt, Inc., brought a broad background of experience in broadcasting to the firm when he joined them in 1944. Starting as an apprentice at J. Walter Thompson, he joined CBS in 1935 as commercial program director, and a year later became the first vice-president in charge of programs, and the network's youngest vice-president. In 1941, at the request of New York's Mayor LaGuardia, Lewis went to Washington as Chief of the Radio Division in the Office of Facts and Figures, with the job of coordinating the government's radio activities. When the OWI was formed in World War II, he was appointed Chief of the Domestic Radio Bureau, and organized and operated the Radio Allocation Plan. Returning to CBS briefly, Lewis joined Kenyon & Eckhardt in 1944 as a vice-president.



ROBERT M. GANGER, chairman of the board of the D'Arcy Advertising Co., spent twenty-four years with Geyer, Newell & Ganger, Inc., and its predecessors, and did a three-year stint with P. Lorillard and Co., before coming to the D'Arcy agency in his present position in 1953. Fresh from Ohio State University, he started with the Geyer Co., of Dayton, Ohio, as an office boy, and in four years—in 1930—was a branch office manager, and in another three, a vice-president. A native of Greenville, Ohio, Bob became a director of P. Lorillard in 1950, and in 1952 was elected president, to become the youngest of prexies in tobacco's Big Five. In 1953 he assumed his present post with D'Arcy. Besides introducing Embassy and Kent for Lorillard, Bob's achievements also include the "Man of Distinction" campaign.



ROBERT M. WATSON, president of Ruthrauff & Ryan, Inc., joined the firm as an account executive in the San Francisco office in 1940, and subsequently became manager of that office. In 1943 he moved to the New York office, and in 1946 became vice-president. Six years later he was named executive vice-president in charge of eastern operations. Before joining R & R Bob had been a newspaper reporter, copy writer, salesman, and retail advertising and sales promotion manager. Mr. Watson married the former Frances Baldwin, and is a resident of Greenwich, Connecticut.



ROBERT E. ALLEN, president of Fuller & Smith & Ross, Inc., joined the agency in 1936 as an account executive, after having his own agency in Philadelphia. In the position of account executive Bob directed the advertising and marketing activities of more than a dozen clients, and gained the experience that has won him a reputation as an expert in marketing and a champion of integrated merchandising. In 1945 he was made a vice-president, and after the death of the late Allen I. Billingsley in 1954, he was elected to the presidency. From 1950 until his election to the presidency, he had served as manager of the agency's New York office. A graduate of Temple and Columbia Universities, he is, at 42, among the youngest presidents of any major agency in the nation.

ERNEST A. JONES, president of MacManus, John & Adams, Inc., at 40, is the youngest president of a major advertising company in the nation. With MJ&A since 1938, he came to New York in 1950 to open the New York office, and was elected vice-president at that time. A graduate of the University of Michigan, he returned to Detroit in 1953 as executive vice-president and account supervisor of the Dow Chemical account, and more recently of the Pontiac Motor Division account. While a senior at Michigan, W. A. P. John, then president of MJ&A, visited the campus and was impressed by Ernest, who was business manager of the Michigan Daily. He offered him a job soon after his graduation in 1938.



MAURICE H. NEEDHAM, founder and president of Needham, Louis & Brorby, Inc., has led the agency which bears his name a long way in the 31 years he's served as chief executive officer. From a single room and three modest accounts billing \$270,000, NL&B has grown to occupy the top three floors of Chicago's newest and tallest structure—the Prudential building. It represents 17 of the nation's top advertisers, whose billings amount to more than \$30,000,000 per year. Needham recently delivered a talk entitled "Towards the Complete Man," outlining the belief he's held since college days that it's the man with a broad base of education in the humanities who makes the most effective leader in advertising, or in any other business.

WALTER C. AYERS, president of Brooks, Smith, French & Dorrance, Inc., is a "salesman." He has been a retail and wholesale salesman, field training supervisor, district manager, branch and sales manager. This covered 17 years before he joined BSF&D's merchandising staff in 1939. A year later he was vice-president in charge of research; by 1954 a senior partner; in 1950 executive vice-president, and in 1955 he became president. Commenting on business, Ayers recently said, "With the U. S. national product forecast at \$415 billion in 1960, and with competition in almost all major industries in the 'dog eat dog' stage, it seems we are heading into the toughest fight in the history of business for the greatest stakes in the history of business."



RAYMOND F. SULLIVAN, president of Sullivan, Stauffer, Colwell & Bayles, upon graduating from Yale in 1920, joined Ruthrauff & Ryan as a copy writer and within six years became a vice-president. By the middle thirties he was a director of the agency. In July, 1946, along with Donald T. Stauffer, Robert T. Colwell and Heagan Bayles, he founded Sullivan, Stauffer, Colwell & Bayles, Inc., and became president of what is today's largest post-war agency. Under Sullivan's leadership, SSC&B has grown from \$4,500,000 billings in 1947, the first full calendar year of operations, to approximately \$33,000,000 in 1955.

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



FRANK WHITE, chairman of the board, McCann-Erickson Corporation (International), was born in Washington, D. C., and educated at George Washington University. Beginning as an accountant in 1921 he later became assistant to the president of the Union News Company, 1924-29 and then treasurer of the Literary Guild of America from 1929-35. In 1942 he became a vice-president of CBS and in 1948 president of Columbia Records, Inc. This began a series of presidencies: president and director of the Mutual Broadcasting System, in June, 1952, president and director, NBC, January-August, 1953, and chairman of the board of McCann-Erickson Corporation (International) since January, 1954. He is a director for the Better Business Bureau of New York, and also a member of the Armed Forces Advisory Committee for the Northeast Area, and Sigma Nu.

FRANK SILVERNAIL heads the radio-TV time buyers department at BBD&O, and is considered a veteran of the field. Before joining NBC as merchandising counsel in 1929, Frank broke into the broadcasting game as a guitar artist on WEAJ in the early days. He was first with Pedlar & Ryan before joining Young & Rubicam in a similar capacity and then later, in 1943, moved to BBD&O. A graduate of the University of Rochester, Frank often recalls his undergraduate days where even then he laid plans for a career in sales promotion and time-buying techniques, techniques that have embarked him on a time-buying vocation that comprises handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.



LESLIE L. DUNIER, director of radio and television for the Emil Mogul Company, became interested in radio after doing a short stint with the Armed Forces Network in England during World War II. He began his advertising career with the Sterling Agency, then for a number of years headed his own agency and specialized in servicing radio-television spot advertisers. At Mogul he plans the air media strategy for Esquire Shoe Polish, Manischewitz Wine, Rayco Seat Covers, Block Drug, National Shoes, Barney's, and many others. When time allows Les enjoys traveling and meeting with the many station people he has done business with through the years.

RICHARD P. POWELL, vice-president in charge of information services for N. W. Ayer & Son, has a background of newspaper work, public relations, and free-lance writing involving scores of magazine stories, articles and serials, and ten mystery novels. After graduating from Princeton University in 1930, he joined the Philadelphia Evening Public Ledger, where he worked at everything from police reporter to feature writer. In 1940 he joined Ayer's public relations department, but in 1942 was called to active duty in the War Department's public relations bureau. Later he served on MacArthur's public relations staff, and handled many of the press arrangements for the Japanese surrender ceremonies. Returning to Ayer, he was elected a vice-president in January of 1952.



NICHOLAS E. KEESELY, senior vice president in charge of radio and TV for Lennen & Newell, Inc., has many current hits to his credit, including "Two for the Money," "Queen For a Day," "Home," and "Today." Born in Philadelphia in 1910, Nick attended Temple University and the Charles Price Advertising School. His first radio advertising job was with N. W. Ayer & Sons, starting in 1928. In his fifteen years with the firm, he held the positions of everything from producer to account executive. In 1943 he became program sales manager of CBS, and later with MBS. He is a member of the New York Committee of the Academy of Television Arts & Sciences, and is on the Arthritis and Rheumatism Foundation's Radio Committee.



WALTER WARE, director of television for Scheideler, Beck & Werner Agency, broke into commercial TV in the days of hall-room studios, and hot lights. The native Kentuckian started in radio on the home-town station, WLAP, Lexington, and in 1941 joined the Maxon Agency in New York as a copy writer. He put his theatrical knowledge to work in television experimentation in 1945 by launching the first experimental TV show from the Dumont Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shoppin'", telecast direct from supermarkets. Walt set up the TV department for SB&W when the agency was launched in 1951.



JANE DALY, vice president and radio-TV director of the Earle Ludgin Company, Chicago, joined the company as a young secretary in 1942, and then later became the first vice president at the year-end corporate meeting. Three years after she joined the agency she became the 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 radio-television director, a position which she has held for the past several years.



ARTHUR A. KRON, executive vice president, treasurer and radio-TV director of Gotham-Vladimir Advertising Co., is unique in having been with the one agency his entire career, joining Gotham in 1916. Virtually a one-man agency, he is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Also active in other professional groups, he is charter member of the Association of International Ad Agencies, and the Association of Ad Men & Women, vice chairman and treasurer of the New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, and others. Chief interests on the outside are golf, gardening, and pistol-shooting.

LYNN DIAMOND, radio and television time buyer for the Emil Mogul Company, joined the agency's 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. She joined the agency after two years at Cecil & Presbrey, where she was assistant to the account executive on Tintair. Her present 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.



HERBERT GRUBER, business manager of the radio and television department of Edward Kletter Associates, Inc., was previously head time buyer at the now defunct Cecil & Presbrey, Inc., before assuming his present duties, where he is concerned primarily with the purchase of all radio and television time and the execution of all such contracts for clients. A veteran specialist in the time-buying field, Gruber, previous to joining Cecil & Presbrey, Inc., had been with the Biow Company for several years in the same capacity as the post he now holds. Delving in both art and the more strenuous game of tennis, both actively and passively, form two of his most favorite pastimes.



JAMES C. DOUGLASS, vice president in charge of radio and TV for Ted Bates and Company had been, after the war, production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, the George Patterson Company, Ltd. He was also formerly vice president in charge of radio and TV at the Erwin Wasey Company. 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 later to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the United States Navy.

ROBERT FOREMAN, vice president of the radio-television department of Batten, Barton, Durstine & Osborn, is the youngest man to have been made a vice president of the agency. Starting in the trade copy department 17 years ago, then into consumer advertising, Bob was a VP 10 years later. He headed the first segregated radio group of the agency and, in that capacity, helped with the development of the famous "Chiquita Banana" and "Wilkie the Penguin" commercials. The author of a bi-monthly radio-TV copy column, Bob has an avid interest in early Americana, and lives in a 150-year-old farm in Westport, Conn.



GERALD GIBSON, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., returned to his native State of New Jersey to embark on his agency career with McCann-Erickson, where he estimated radio-TV time for Lever Brothers' products, after he had begun his broadcasting career as a time salesman for WJOY, Burlington, Vt. He joined Doherty, Clifford, Steers & Shenfield in 1953, as time buyer on the Pharmaco and Mint-Rub accounts. He was subsequently 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 Company, Sonotone and other top-notch clients.

WINSLOW H. CASE, vice president of Geyer Advertising Inc., has been associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of the University of Columbia since first entering the advertising field back in 1927. Formerly associated with Campbell-Ewald as senior vice president, he is known as a major contributor in the development of that agency's television department, working closely with Chevrolet officials in their TV expansion. Active in the presentation of "Famous Jury Trials" and the Notre Dame grid games on DuMont for Chevrolet, Case supervised more than sixty remote events at N. Y. S. Madison Square Garden.



ROGER PRYOR, vice president in charge of radio and television at Foote, Cone & Belding, started off in show business at the age of 18, when he played summer stock and gradually moved to leading parts on Broadway and Hollywood. With an exceptionally large background in the entertainment field, Roger finally moved into radio, first as an orchestra leader, then as MC on the Gulf Screen Program. He joined Foote, Cone & Belding in 1947 as director of television. Among the clients he has presented on TV are Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer, and the New York Central Railroad.



DAN SEYMOUR, radio and television supervisor of J. Walter Thompson Company, is a well-known radio veteran, as well as a pioneer in television, both as a performer and as a producer. His greatest fame came as the emcee of the very popular "We the People" show on radio, and Dan was largely responsible for the long list of firsts accredited to the show. While at Amherst College, Dan was active in campus dramatics, and at 18 went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. Dan was with Young & Rubicam for five years in a position similar to his present one with the Thompson Agency, which he joined in 1955.

HARRY WAYNE McMAHAN, vice-president in charge of TV-radio commercials and a member of the Creative Plans Board at McCann-Erickson, Inc., is the author of "The Television Commercial," and "TV Production Handbook," which is scheduled for publication late this year. Mac was born a Hoosier, raised in Texas and transplanted to California before moving to New York two years ago to join McCann-Erickson. In 1935 he wrote and produced his first advertising film, and in 1939 founded Five Star Productions, Inc., in Hollywood. Since then he has written more than 3,000 commercials, and supervised production on more than three times that many. McMahan's articles in television production have appeared in trade publications in both Britain and America, and have been translated into Spanish and Japanese.



SAMUEL H. NORTHCROSS, vice president and director of television for the William Esty Company, is a scholar with a background in both the newspaper and audience measurement field. After graduation from North Carolina University, Sam studied at Oxford University, England, and returned to enter the newspaper field as reporter and country editor for the Washington Herald. He spent five years with the George Gallup organization in public opinion and audience research, before joining Young & Rubicam for a two-year period. A veteran of the Army Air Corps, from which he emerged with the rank of captain, Sam was a vice president and manager of television production for Esty for five years before his appointment as over-all director of the agency's television department.

JOHN R. SHEEHAN, vice president and director of radio and television for Cunningham & Walsh, Inc., launched his career as a featured vocalist at WGY, Schenectady, under Kolin Haeger. Moving over to the business side of radio, John became assistant to the station manager and, in 1936, joined General Electric as manager of international broadcasting. In this position he inaugurated, staffed, and managed GE's full-time FM station and had supervision of the planning and editing of GE's documentary and institutional films. After Pearl Harbor, he was appointed Chief of Facilities and Radio Operations of OWI, and was responsible for all communications for both OWI and the Armed Forces Radio.



MYRON P. KIRK, senior vice president and director of television and radio for the Kudner Agency, Inc., is a veteran advertising man, and was a pioneer of many of today's radio and TV formats. He received training in the banking, brokerage, agency, theatre, radio, and movie businesses and, from 1938 to 1941, he served as a vice president of Famous Artists, and had previously been a vice president of Ruthrauff & Ryan, Inc. He joined the Kudner Agency as director of radio and was among the first to recognize the potential of TV. He is credited with many of the experiments which helped the medium come of age. Becoming vice president of radio and television, he helped set the pattern of the original Berle show and of the Caesar-Coca show.



JOHN PAUL MARSICH, assistant media director for the Kudner Agency, has attended Columbia and New York University, graduating from NYU with a degree in Business Administration. He began his advertising career with NBC in 1940. In 1943 he left NBC to join the service. As a lieutenant in the navy, he commanded an 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-television department.

GEORGE POLK, radio-TV supervisor with Batten, Barton, Durstine, & Osborn, Inc., attended Hotchkiss and Pomfret Schools in Connecticut. With BBD&O since 1950, George is a graduate of Erskine College, South Carolina, getting his BA degree with the class of 1950. He started his advertising career in the mail room of BBD&O and, progressing steadily, he went on to research, time buying, to his present post, where he works with Robert Foreman, vice president in charge of the radio-television department. George, still single, is a native New Yorker.



LOCKE TURNER, media director of Batten, Barton, Durstine, & Osborn, Inc., Los Angeles, joined the firm after graduation from Stanford University, and has now been with BBD&O for the past seven years. 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 to Barbara Walsh early in 1955, she being the assistant to the research director of BBD&O, Los Angeles.

FRANK MINEHAN, vice president, media director and member of the plans board at Sullivan, Stauffer, Colwell & Bayles, had before that post spent a short time as media director at Pedlar & Ryan. With Sullivan, Stauffer, Colwell & Bayles since 1946, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge, Massachusetts, before coming to New York. 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 brilliantly in the field since that time.



GEORGE KERN, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Company, now known as BBD&O. After several years there in various departments and capacities, including several weeks in the New York office, George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) in 1931, as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for several 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 Moral Services Section. Prior to joining Lennen & Newell, he was associated with Benton & Bowles.



LEONARD F. ERIKSON, vice president of McCann-Erikson in charge of the central radio-television department, started with CBS in the early days of commercial radio, after receiving a degree in journalism from the University of Wisconsin and a graduate degree from the Harvard School of Business Administration. His first major position with CBS was as Western sales manager working out of Chicago, and later on as general sales manager in New York. After 14 years with the network, Leonard went to BBD&O in 1945 as assistant to president Ben Duffy, and handled 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.

HENRY FOWNES, vice president, director of the radio and television department, and manager of the New York office of MacManus, John & Adams, Inc., started his advertising career in the mail room of Benton & Bowles. It wasn't long before Hank was appointed to the post of assistant executive on the lucrative TIDE account, but soon after left to become a radio-television producer with Fenton Productions. In this post he serviced numerous accounts, among them those of Cadillac and Pontiac, whose primary agency is the MacManus Agency, with head offices in Michigan. When they decided to open offices in New York, Hank was chosen to head the air waves department, later becoming manager of the New York office and vice president.



WALTER CRAIG, vice president in charge of television for Norman, Craig and Kummel, started his career in show business, but in 1930 moved into the ground floor of radio as program director of the old World Broadcasting System. A native of St. Louis, Walter left World to found his own producing firm, and created top shows for clients such as Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products, and Wheaties. Illness forced him to retire for two years to his home in Bucks County, Pennsylvania, where he raised cocker spaniels and Guernsey cattle. Unable to leave the field completely, however, he acted as radio consultant for Street & Finney, until his return to full harness in November, 1942, as program director for WMCA.

GEORGE WOLF, vice president and director for radio and television for Ruthrauff & Ryan, Inc., joined the firm in 1953 after seven years with Foote, Cone & Belding, where he was director of radio and TV, supervising a large part of the agency's eighteen-million-dollar-a-year airtime billings. George started out as a free-lance radio writer and producer, contributing to many of the leading programs of the pre-war era. After Pearl Harbor, he served with the Signal Corps Motion Picture Center, assigned to writing and producing documentary training films. After the war, Wolf wrote and produced a weekly network institutional show for NBC, in addition to working on special assignments.



ALVIN KABAKER, manager of the Hollywood office of Compton Advertising, Inc., is unique in that he was a practicing attorney before turning to the advertising field. Receiving both a Bachelor of Arts and a law degree from the University of Chicago, Al practiced law two years before venturing into advertising as a copywriter with Blackett-Sample & Hummert of Chicago, the predecessor of Dancer-Fitzgerald & Sample, Inc. Rising to the production field, he supervised shows such as "Beulah," "Mystery Theatre," and "A Date With Judy," while manager of the Hollywood office. After seventeen years with DFS, Al moved to Compton this year as manager of the Hollywood office.



NORINE FREEMAN, media director for Western Advertising Agency, Los Angeles, was a news reporter for more than fifteen years on mid-Western newspapers, such as the Toledo Blade, the Toledo News-Bee, and the Cincinnati Post. With this background of newspaper reporting, she left the newspaper field for publicity and public-relations work in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byon Associates. Norine left New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doney and Company. She went to Los Angeles in 1951, and was media director for the Gables Company, before joining Western Advertising Agency.



PETER ARNOLD KRUG, director of radio and television for Calkins & Holden, 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 & Co. He has directed radio and television activities for such clients as Prudential Insurance of America, Stokely-Van Camp, Marcellus Manufacturing Company, Oakite, Stereo-Realist Cameras, and other nationally known accounts. His non-agency experience includes five years as program director, writer and performer with WBBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.



BETH BROBERG, media director for the Mayers Company, went from USC to Foster & Kleiser Company, where she learned the advertising 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 the 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 Company in 1951.



JOHN GAUNT, director of television and radio for Grant Advertising, now divides his time between supervising such programs as ABC's "Make Room For Daddy" and "Lawrence Welk Show" and NBC's "Roy Rogers Show", in addition to creating filmed commercials for national Grant clients. Formerly a director and producer of many top-rated network shows, Gaunt, when recently asked to define his position, 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."



H. PIERSON MAPES, general manager and vice president in charge of radio and TV in the New York office of Hutchins Advertising Company, Inc., joined the May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year he moved from May to Philco as sales promotion manager. Coming into TV via radio advertising and merchandising, Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and television activities of Philco Corporation ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco conventions and other national activities.



DON BLAUHUT, radio-television director of Edward Kletter Associates, holds a Bachelor of Arts degree from Ohio State, which he gained in three rather than the customary four years. A native New Yorker, Don has been associated with the H. B. Humphrey Agency, and in 1950 joined the Peck Advertising Agency as the assistant to the director of radio and television, and the following year was advanced to become director. In 1952 he joined Raymond Spector as radio-television director, where he worked principally on "This Is Your Life." In 1953 the young veteran of World War II joined Kletter in a similar capacity, and is working on such programs as "The Red Skelton Show," "Meet Millie," "Douglas Edwards With the News," and "Masquerade Show."

VICTOR SEYDEL, vice president for radio and television for Anderson & Cairns Agency, never had any doubt about his career. A star performer on the school and dramatic society boards of Grand Rapids, Michigan, and later Pottstown, Pennsylvania, Vic was all set to enter Michigan University, when an RKO theatre manager offered him a summer job as a song and dance man in Chicago. The job lasted two and a half years, and Vic's been connected with show business ever since. He started in radio with the old Blue Network, now ABC, as a director, and worked on such top shows as "Counter-Spy" and "Ladies Be Seated." In 1944 he became Eastern radio and television director in the New York office of the Walker & Downing Agency, and later moved on to Anderson & Cairns in a similar capacity.



FRANKLIN ROBERTS, vice president and director of radio and television at the Will Roberts Advertising Agency in Philadelphia, brings a wealth of varied experience to his duties. While studying at the University of Pennsylvania, Frank was both a campus correspondent and sports writer for the Philadelphia Evening Bulletin. Upon graduation his first position was with the Harry Feigenbaum Ad Agency as radio continuity writer. He soon became a director for radio and television and, in addition, wrote musical jingles for both mediums and created TV commercials. From there, Frank moved to his present position, where he maintains an active interest in Philadelphia's television association, and is an active sportsman.



EDWARD RATNER, radio-TV director of Friend-Reiss, has had a varied career as a ghost writer for a syndicated column, a short-story writer, and a free-lance script writer, although he is only 31. A veteran of World War II, in which he served as an aerial gunner, Ed received a degree in English from NYU and received his first experience in advertising as a radio-TV copy chief with Product Services, Inc., where he created and scripted numerous shows for both mediums. A native New Yorker now residing in Hudson County, New Jersey, Ed is a member of the Radio Writers Guild since 1946, and a director of the Metropolitan Advertising Men.



BARBARA JONES, Donahue & Coe time buyer, is a graduate of Smith (cum laude) and formerly on the staffs of Mademoiselle, Life, and Television magazines, free-lancing with scripts to all major outlets. The blonde member of the Jones Girls' time-buying triumvirate, none of whom are related, Barbara, after a stint with the package firm of Video Associates, Inc., 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 become the administrative assistant to the radio-TV vice president. She's been in her present post for over 30 months, and lives in Greenwich Village.



EDNA S. CATHCART, chief television and radio time buyer for J. M. Mathes, Inc., is one of that small group of advertising personalities who have maintained a long and unbroken association with one firm. Edna started with the Mathes firm in 1937, and since then has gained a broad experience in all branches of the advertising field. Her first taste of huckstering was with Young & Rubicam, where she spent three years. At present Edna is responsible for the purchase of all broadcasting time for the firm, which handles such accounts as Canada Dry Ginger Ale, Inc., Ludens, Inc., the Northern Warren Corp., Bates Fabrics, and the Capehart Farnsworth Co.



WILLIAM L. WEDDELL, vice president in charge of broadcasting for the Leo Burnett Company, Inc., joined the firm in 1946 after a long association with the National Broadcasting Company, which he joined in 1929, soon after his graduation from the University of Chicago. With NBC he served as sales promotion manager, account executive, and chairman of the operations committee in Chicago. Later, he became radio director for Erwin Wasey & Co. Bill is a member of the National Committee on Television and Radio Policies of the AAAA.



CHARLES W. CURRAN, television film producer at McCann-Erickson, Inc., commenced his advertising career with general agencies in Chicago before coming to New York. In 1931, after his play "Ad-Man" was made into a feature by RKO-Radio Pictures, Charlie went into film production with several major companies. During the war he served at the Naval Photo Center as head of writers and directors division. He's been in the production of film for television since 1947, and was given many awards for the work of his company, Times Square Productions, Inc., before returning to the agency field. He also found time to author the "Handbook of Television and Film Technique." Charlie is a member of the Variety Club, the Lambs, RETS, and SMPTE.



JOSEPH P. BRAUN, vice-president in charge of media at Kenyon & Eckhardt, Inc., joined the firm in 1933 as an office boy. Over the years he has advanced through various jobs within the agency, including media clerk, research reporter, statistician, and space buyer. In 1942 he was appointed media director, and in 1947 was elected vice-president. He was elected a director in the same year. Joe is a member of the AAAA Media Committee and a director and member of the Executive Committee of the National Outdoor Advertising Bureau. He is unusual in the advertising field in that Kenyon & Eckhardt has been his only agency affiliation.



WICKLIFFE W. CRIDER, vice president in charge of radio and TV for Kenyon & Eckhardt, Inc., has been with the firm since 1952. A graduate of Penn State, he began his advertising career as an apprentice with J. Walter Thompson Co., and soon worked his way to the radio publicity department, and thence into production. He moved to BBD&O as a developer of new programs for radio and TV. He ultimately became vice president of that department.



WILLIAM R. SETH, JR., vice president and director of radio and television of Lewin, Williams & Saylor, Inc., has a solid background in local radio. A graduate of the University of North Carolina, Bill has been an announcer, disc jockey, and news editor, and has managed stations in Fredericksburg, Virginia, and Youngstown, Ohio. For a time Bill was with NBC Spot Sales and, in 1948-49 was the director of advertising for Muzak. Prior to his present connection, he was vice president in charge of television and radio for Needham & Grohmann, and earlier was radio director of O'Brien and Dorance. A member of AFTRA, Bill keeps his perspective by doing occasional spot announcements, in addition to being account executive for four advertisers.

TOM McDERMOTT, vice president of radio-television programming at Benton & Bowles, has set an astonishing record for a young man in his early thirties. Tom got a head start as a writer and producer of shows while a student at Manhattan College, as a youthful organizer of a local dramatic society, and as a summer theatre producer. Prior to entering advertising, Tom worked on the staffs of WNYC and WOV and wrote and directed for Irene Wicker, "The Singing Lady." He has directed "When A Girl Marries," "The Prudential Family Hour," and has written, produced and directed scores of other top-flight shows. A lifetime student of the drama, Tom has studied at Fordham, Columbia, and NYU. He joined B&B in 1942.



JEAN L. SIMPSON, radio and television time buyer at Doyle, Dane & Bernback and formerly time buyer at Anderson & Cairns Agency, is a native of New Jersey, specifically, Passaic. She went out West 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 John A. Cairns Company to form Anderson and 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.

ROBERT W. DAY, vice president and radio-television director of Albert Frank-Guenther Law, Inc., has a well-deserved reputation as one of the leading radio-television authorities for Wall St. After graduation from Harvard, he was associated with Broadcast Advertising, Inc., in Boston, where he served as the merchandising representative for network food programs from 1939 to 1942. The war years were spent as a lieutenant in the Navy, and the first post-war period with the John Hancock Mutual Life Insurance Company. Bob has also been radio-TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.



PAUL GUMBINNER, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., was one of the creators of the station-break and singing commercials. In 1929, Paul sold the idea of a fifteen-second singing commercial to George Washington Hill of the American Tobacco Company, and then made a tour of the country, explaining the methods radio stations could use to gain revenue by selling station-break time. Paul pioneered in the creation of filmed television commercials in 1947, using his own apartment as a studio, and shooting exteriors on Riverside Drive.



MILDRED FULTON, chief time buyer for McCann-Erickson's Bulova Watch Company account, has served in the same capacity for nine years. Starting on the account in 1947 with the Biow Company, Mildred moved with it to McCann-Erickson in January, 1955. Her experience before that was rather varied, having worked with organizations ranging from tree surgeons to country clubs. During the war she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with the Office of War Information. Moving to New York City in 1945, Millic entered the advertising field with Free & Peters. She is a native of Stamford, Connecticut, and among her many hobbies, she enjoys doing portraits in oil best.



BERNARD G. RASMUSSEN, manager of broadcast media at Fuller, Smith & Ross, Inc., started as an accountant with Seagram Distillers Corporation. A native of Brooklyn, with a degree in Business Administration from Fordham University, during World War II he saw service as an Air Force navigator in Europe. Bernard joined Rutbrauff & Ryan in 1947 as a timebuyer. He has been with Fuller, Smith & Ross, Inc., in his present capacity since 1952.



JAMES ZABIN, radio and TV director and partner in the Posner-Zabin Agency, has a well-versed background and a 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 the New York Financial Advertisers, and former officer of the 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. He began his ad career with Paramount Pictures, later going with United Artists and thence to the Hann-Metzger Agency (now Buchanan Company) for 15 years.



MARVIN L. GRANT, vice president, radio-TV director, and account executive of the Dobin Agency, gained his triple-threat versatility as a free-lance writer-producer-director with the William H. Weintraub Co., where he had an outstanding record of many national radio programs to his credit. He moved over to the Mann-Ellis Agency in a position similar to his present one, where he had overall supervision of radio-TV from time buying through production, as well as executive on six accounts. Grant joined Dobin in his present position in 1955.



KENNETH G. MANUEL, vice president and director of TV and radio at D. P. Brothel & Co., entered broadcasting as the discovery of the veteran Harry Bannister, quickly becoming a full-time newscaster and commentator on WWJ, Detroit. He became a TV pioneer when he inaugurated the first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the University of Michigan, the University of Detroit, and Cranbrook Institute of Science. Manuel's alma mater, the University of Michigan, where he was an outstanding sports star, continued the series on the same station as "Telecourses," and has won many commendations for it.



PHILLIP ROUDA, Chicago vice president in charge of radio and TV for Bozell & Jacobs, Inc., joined the agency in October, 1944, as a copy-writer, after serving with the Army Air Forces as a radio instructor. He has been with the agency for ten years. His previous background included motion picture work with National Screen Service and Filmack in writing and production and also varied motion picture and other advertising. His radio and TV work at Bozell & Jacobs includes program and spot buying for the cream of the agency's clients. He has won six Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. He was educated at the University of Chicago.

EVELYN LEE JONES, business manager of the radio and television department, and chief time buyer of Donahue & Coe, Inc., joined the agency as a copy writer, later shifting to the administration and business division. She has been with the agency since 1943 and, prior to that, Evelyn was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn has been 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.



RINO NEGRI, vice president and member of the Executive Committee of the Emil Mogul Company, is a leading authority on the advertising and marketing of Italian-American products, particularly in the radio-television media. Born and raised in Venice, Italy, Rino is a graduate of the College of Milan, and speaks and writes five languages fluently. He got his start in advertising as an Italian language announcer at WOV, New York. Rino became associated with Mogul in 1945, and since then has directed the very successful campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil, and Berio Olive Oil, which have proven his mastery of the Italian-American market.

ALVIN Q. EHRLICH, vice president in charge of radio and television for Kal, Ehrlich & Merrick, of Washington, D. C., is a pioneer and long-time leader of the advertising field in our nation's capital. Al, always active in civic and advertising affairs, was twice president of the Washington Advertising Club, has been a director of the Better Business Bureau, and is a member of the Radio Pioneers. He entered advertising in 1929 as manager of Raleigh Haberdasher's advertising, and joined the Kal Agency in 1932. Within three years he was a partner in the firm, and after three years in the service during the war, rejoined the firm which reorganized as Kal, Ehrlich & Merrick.



JOHN P. ATHERTON, vice president and director of radio and television for the Atherton & Currier Agency, brings a unique talent to his position. John is an accomplished musician and composer, and has created both music and lyrics for many of the agency's radio and television jingle commercials, in addition to many musical novelty announcements. He studied at the Oberlin (Ohio) Conservatory of Music and, after receiving a B.A. degree in music from Bard College in 1942, he spent the next 38 months in the U. S. Army, 20 of them in the South Pacific theater. On his return in 1945, he joined the agency and, in addition to his musical work, has assumed the duties of radio and television director.



KAY OSTRANDER, time buyer for the Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery, a Los Angeles agency in 1948, where she remained until 1950. She first became interested in advertising agency work while employed by CBS-KNX in the post-war days. The vice president in charge of radio and television at the Miner Company, Billy Sanders, offered her the job as time buyer for the agency. Kay has just passed her fifth anniversary with the agency and looks forward to being with 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., was formerly with the Maxon Agency as a time buyer. He assumed his present post in January, 1954. His responsibilities at Maxon included recommendations on spot-time purchase, 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 he was with the Katz Agency for over two and a half years in the promotion and sales data department.



HAROLD A. DAVIS, head time buyer for Erwin Wasey & Company, joined the organization in October, 1953, when he switched over from Doherty, Clifford, Steers & Shenfield, where he was assistant to the head time buyer. While there, he became buyer on the Bristol Myers, Borden's and Welch accounts. He 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 & Bowles was that of budget coordinator on Procter & Gamble.



JERRY BERGHOFF, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, has a background of actor, producer, director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the department of radio-TV at Berghoff Associates in 1949, and now directs all media, space, and time buying, besides handling account executive duties for the agency's fifty national manufacturing accounts. He is a charter member of Sigma Beta Chi, an honorary fraternity, married, and the father of one son, Eddie Marc.



E. A. "TIM" ELLIOTT, media director and vice president of the Fletcher D. Richards Agency, has spent his entire career (over a quarter of a century) with one agency. He directs the purchase of TV and radio time for U. S. Rubber, Eastern Airlines, Dixon Ticonderoga Pencils, Waterman Pen, American Machine & Foundry, among others, as well as serving as account supervisor on many key accounts. He came to Detroit from Canada when he was 19 to join Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of New York became the Fletcher D. Richards Agency he was made a board member of the new organization, as well as remaining a vice president and media director.



WILLIAM W. LEWIS, radio-TV director on the General Electric account at the Maxon Agency, is a former director of the radio-TV department at the Geyer Advertising Agency and first entered the broadcasting field through the writing route. He's a graduate of the Pasadena College of the Theater in 1941, has acted in two off-Broadway shows, and later 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 later started a 1,000-watt radio station in the Boston area.

WALTER BOWE, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., has been head of the department at Ogilvy, Benson & Mather, Inc., after receiving good training at Benton & Bowles in a time-buying capacity. A well-rounded agency time buyer, Walter currently handles time purchases for Pall Mall, Speidel, Vim and other top accounts. He spearheaded the large-scale radio campaigns for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo three years ago and brought fast sales results to the sponsor. Walt's radio baptism dates back to high-school production in his home town of Syracuse, New York, followed by workshop experience at Syracuse University's Radio-TV School.



NEWMAN F. McEVoy, vice president and media director of Cunningham & Walsh, has had previous experience in retailing and in industrial marketing which has provided the background and insight so vital to this highly specialized advertising function. He has been buying space and time for national and local advertisers since 1928. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield, Sunshine Biscuits, The Texas Company and E. R. Squibb & Sons. He has served as president of the Media Men's Association and is an active member of the Radio-Television Executives Society.

DONALD QUINN, media director of Doherty, Clifford, Steers & Shenfield, Inc., 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. Don entered the advertising field eight years ago via the research department of Lennen & Mitchell, but soon after switched to media work. Later, while at Ruthrauff & Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Born in Northampton, Mass., Don currently resides in Bronxville, New York, with his wife Margot and their two children, Susan and Douglas.



LYDIA RHYDHOLM HATTON, chief radio and TV time buyer for Foote, Cone & Belding in Los Angeles, spent one year at Ohio Wesleyan University at Delaware, then transferred to the Washington Square College of New York University, majoring in retailing and advertising, where she received her B.A. degree in January, 1948. Shortly thereafter, she joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc., in New York City. Lydia entered the doors of Foote, Cone & Belding for the first time in September of 1949 as a member of the typing department. In October of 1952 she was named chief time buyer. Lydia was born and raised in Cleveland, Ohio.

CANADIAN ADVERTISING AGENCIES

• Following is a list of CARTB sanctioned advertising agencies.

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Phyllis Judson	Ken Wright
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
Atherton & Currier, Inc.	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	107 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio) Don Farrow (TV)	Jack Horler
Bennett & Northrop, Inc.	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Bingham, John McKenney, Ltd.	Maritime Life Bld.	Halifax	3-8164		
	32 Front Street W.	Toronto	EM. 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4643 Cavendish Blvd.	Montreal	WA. 5032	McCrae J. Cooper	McCrae J. Cooper
	541 William Street	Preston	OL. 3-4464	Stan Lorrman	Stan Lorrman
	257 Osborne St.	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
Bleasdale Advertising, Ltd.	1664 West Broadway	Vancouver	CE. 4154	Ronald A. Kearns	Ronald A. Kearns
Brooks Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Harry Bleasdale	Harry Bleasdale
Burnett, Leo Co. of Canada, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Roy Partridge	Roy Partridge
Burns Advertising Agency, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	John Maxwell	James B. McRae
	1247 Guy Street	Montreal	FI. 5257	Ralph Novek	Ralph Novek
	556 Yonge St.	Toronto	WA. 2-6698	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	447 Jarvis Street	Toronto	WA. 2-2103	John Heaton (Radio) Doc Savage (TV)	S. W. Caldwell
Canadian Advertising Agency, Ltd.	Sun Life Building	Montreal	UN. 6-7711	John Blandford	John Blandford
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lwy Chambers	Winnipeg			
Carter, Garry J. of Canada, Ltd.	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Cockfield, Brown & Co., Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lwy Chambers	Winnipeg	923538	John Burke-Gaffney	John Burke-Gaffney
	1164 Melville St.	Vancouver	PA. 1111	Geoff Holloway	Geoff Holloway
Collyer Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411	Nan Frazer	Nan Frazer
Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W.	Montreal	MA. 5246	Vic Gray	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	487 Leguachetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams	Hal B. Williams
Erwin Wasey of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale

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Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director	
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven	
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Jean St. Croix	Alex MacKay Mary Newton Charlotte Toupin	
Gibbons, J. J., Ltd.	Sun Life Bld. 165 McDermot Avenue 46 St. Clair Avenue E. Dominion Sq. Bld. 272 Main Street 1840 McIntyre St. 513 8th Avenue West 206 Petroleum Bld. 1533 West Pender St. 651 Church Street 7 King Street East 1510 Drummond Street 57 Bloor Street West 353 St. Nicholas 35 Hayden Street 407 Barrington Street 631 Spadina Avenue 94 Yonge Street 1265 Stanley Street 447 Main Street E. 480 Leguachetiere St. W. 1455 West Georgia St. 80 King St. W. 255 Davenport Road 1178 West Pender St. 800 Bay Street 402 Montreal Trust Bld. Toronto Gen. Trusts Bld. 401 Kerr Block Imperial Bank Bld. 623 Dominion Sq. Bld. 111 Richmond St. W. 410 Dominion Sq. Bld. 237 Queen Street 911 Elec. R'lly Chambers 1240 West Pender St.	Montreal Winnipeg Toronto Montreal Winnipeg Regina Edmonton Vancouver Toronto Toronto Montreal Toronto Toronto Halifax Toronto Toronto Hamilton Montreal Vancouver Toronto Toronto Vancouver Toronto Toronto Vancouver Winnipeg Calgary Regina Edmonton Montreal Toronto Montreal Ottawa Winnipeg Vancouver	UN. 6-7901 922151 WA. 4-8391 UN. 6-5805 927373 3-2787 2-5437 2-7512 PA. 0157 WA. 4-7364 EM. 6-0731 HA. 0131 WA. 2-5125 PL. 4131 WA. 4-3753 3-9373 WA. 4-6671 EM. 3-2438 UN. 6-4806 JA. 2-1155 UN. 6-4835 PA. 9174 EM. 3-8314 WA. 4-8481 TA. 6221 WA. 3-9887 931629 24445 37570 24072 UN. 6-8391 EM. 4-0231 UN. 6-9751 5-4301 926321 MA. 6268	Charlotte Toupin Walter Reeves Rupert Burdick Bruce Johnston R. P. Wilson Bill Bell Tom McMillan (Mrs.) Hazel Bakes Dick Canney Mary Goletz Tom Deans John Chilman B. E. Rioux Pat Hennessy I. M. MacLeod (Mrs.) Vera Percival Evan Morton George Temple Gordon Hinch Duncan Desbarats M. Tyler Lloyd Hefford John Holden William E. Bellman S. B. Hayward John Hart Leslie White George R. Bothwell	Walter Reeves Rupert Burdick Bruce Johnston R. P. Wilson Bill Bell Tom McMillan (Mrs.) Hazel Bakes Dick Canney Mary Goletz Tom Deans John Chilman B. E. Rioux Pat Hennessy A. H. Evelyn (Mrs.) Vera Percival Evan Morton George Temple Gordon Hinch Duncan Desbarats M. Tyler Donald E. Smith John Holden William E. Bellman S. B. Hayward John Hart Leslie White George R. Bothwell	Dave McMaster Hugh Horler Larry Trudel W. F. Harrison E. P. Thomson John Hoyland

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Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
McCann-Erickson, Inc.	200 Bloor Street East	Toronto	WA. 2-2133	Shirley Carter (Radio) Greg Paul (TV) Gabby Langlais (Radio) Mary Kaye (TV)	Alan B. Cullimore Larry Dampier
McConnell Eastman & Co., Ltd.	1980 Sherbrooke St. W. Huron & Erie Bldg. 147 University Ave. Dominion Sq. Bldg. 173 Portage Ave. 1198 West Pender St. 153 St. Clair Ave. W. Bank of Commerce Bldg. 371 Richmond St. 1510 Drummond St. 47 Fraser Ave. 250 Portage Ave. 591 Burrard St.	Montreal London Toronto Montreal Winnipeg Vancouver Toronto Windsor London Montreal Toronto Winnipeg Vancouver Toronto	6L. 6121 44528 EM. 3-7004 UN. 6-7941 935541 WA. 2161 MA. 4-6681 CL. 2-7297 3426 MA. 4152 KE. 3561 923491 MA. 3284	Alex B. Shepherd	Austin Moran
McCracken, W. A., Ltd.				(Mrs.) Evelyn Duncan John Finn Bill Mills Joan Bridge Beverly Nicholl Andy Brown John Cummings Phyllis Scott Kay Schneider D. Ryan M. Tyler Michael Jackson Joyce Rhodes George Vale P. E. Giguere	Glen Smith Andy McGuire Bill Mills Wiif Charland Keith Chase Don MacMillan Andy Brown John Cummings Phyllis Scott Eddie Gould Gerald Wren E. Maloney M. Tyler Michael Jackson Wib Perry George Vale
McGuire Advertising, Ltd.					
McKim Advertising, Ltd.					
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street, 209 Shaldo Bldg.	Toronto	WA. 4-5736 692370 44910	Mary Barrer E. M. Plant Bob Poyntz Maurice Lalonde Glady Race Jack Fillion & M. Seni Henry Karpus Hal Tingle Jerry Lodge Bob Stampleman Doug Loney Art Bishop Carl E. Hassell	
Nattall & Maloney, Ltd.		Calgary Edmonton			
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174		
Orr, William R., Ltd.	464 Yonge Street	Toronto	WA. 4-3708		
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-9266		
Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047		
Payeur-Publicite	639 8th Avenue	Quebec	43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079		
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159		
Poyntz, Alford R. Advertising, Ltd.	95 King St. E. 4109 St. Catherine St. W.	Toronto	EM. 3-8716		
Purkis, Thornton, Ltd.	1200 St. Denis St.	Montreal	GL. 4245		
Quebec Advertising Agency	1290 St. Denis St.	Montreal	MA. 9401		
Reynolds, E. W., Ltd.	355 King St. W. 1440 St. Catherine St. W. Keefe Bldg.	Toronto Montreal	EM. 8-6157 UN. 6-1775 UN. 6-9471		
Ronalds Advertising Agency, Ltd.		Montreal			
Ross Roy of Canada, Ltd.	108 Peter St. 409 Petroleum Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor	EM. 3-0237 28356 6L. 6-2371		

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Ruthrauff & Ryan, Inc.	80 Richmond St. W.	Toronto	EM. 6-1515	Eleanor Shinnick	Ramsay Lees
Schneider Cardon, Ltd.	2024 Peel St.	Montreal	MA. 8024	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	40 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio)	Paul Corbell
				Paul Corbell (TV)	
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	Olive Jennings	Olive Jennings
Stevenson & Scott, Ltd.	1263 University Ave.	Montreal	UN. 6-9361	Sheldion Lounge	Sheldion Lounge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
Stewart-Bowman-Macpherson, Ltd.	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
	410 Province Bldg.	Vancouver	PA. 3531	Lloyd Muir	Lloyd Muir
	337 8th Ave. W.	Calgary	2-1432	Pat Williams	Peggy Newbury
	10020 109th St.	Edmonton	25107	Jean Richards	Jane Duncan
	333 Somerset Bldg.	Winnipeg	924346	(Mrs.) Helen McMahon	(Mrs.) Helen McMahon
	88 Richmond St. W.	Toronto	EM. 8-8648	Amy Lynch	John Bradley
Tandy Advertising Agency, Ltd.	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Swell	Frank Flint (Radio)
					John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	David Fenn	David Fenn
	913 Sun Life Bldg.	Montreal	UN. 6-9745		
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Thomas Vamplew	Thomas Vamplew
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	Henault Champagne	Henault Champagne
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Laura Jensen	Leonard J. Kennedy
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671		
	44 King St. W.	Toronto	EM. 3-3053	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	660 St. Catherine St. W.	Montreal	UN. 6-8921	Jean Monte	Jean Monte
Weill & Eby, Inc.	67 Yonge St.	Toronto	EM. 2-1176	Jo-Anne Reustock	Bob Weill
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Wilf Charland	Wilf Charland
Willis Advertising	223 Richmond St. W.	Toronto	EM. 3-2073	Victor C. Snack	Victor C. Snack
Woodhouse & Hawkins	1175 Bay St.	Toronto	WA. 2-4864	Art McGregor	Frank Deaville
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941	Helen Quinn	
	44 King St. W.	Toronto	EM. 2-2341	Doreen Dunlop	Bill Byles

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 3391

OFFICERS FOR 1956 YEAR

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Frank E. Schooley, WILL (Radio Station), University of Illinois, Urbana, Illinois

Vice-President

John Dunn, Director, Oklahoma ETV Authority, P. O. Box 2005, Norman, Oklahoma

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Secretary

William Harley, Radio Station WHA, University of Wisconsin, Madison 6, Wisconsin

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Region II

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

Region III

Ola Hiller, Station WFBE, Flint Public Schools, Administration Bldg., Oak Grove Campus, Flint, Michigan.

Past President & Member of the Board

Graydon Ausnus, Station WVOA, University of Alabama, University, Ala.

Region IV

Burton Paulu, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota

Region V

John Schwarzwalder, Station KUHF, University of Houston, 3801 Cullen Blvd., Houston, Texas.

Region VI

Edwin Adams, Director, KUOW (Radio Station), University of Washington, Seattle, Washington

Executive Director

Harry J. Skernia, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

Active Membership of the National Association of Educational Broadcasters



ALABAMA

City	Call Letters	Licensee	Executive
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV

CALIFORNIA

Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
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	KSDS (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	

COLORADO

Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	Henry H. Mamet, Mgr., Radio-TV

FLORIDA

Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Dir. Voc. & Adult Ed.
Tallahassee	WFSS (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	Haskell Boyter, Dir. Radio Ed.
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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. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (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	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	524 Garfield St.	Harold T. Ross, Manager
Huntington	WVSH (FM)	DePauw University	M. McCube Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	School City of Huntington	Alwyn Carder, Program Director
Lafayette	WBAA (AM)	Indianapolis Pub. Schools	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Purdue Univ.	John V. Maier, Prinelpal
New Albany	WNAS (FM)	Wilson Jr. H.S.	Vernon McKown, Director Audio-Visnal Instr
New Castle	WYSN (FM)	New Albany City Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	New Castle-Henry Twnsp. Schools	James R. Oliver, Dir. Audio-Visual Ed.
		School City of Wabash	

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	Clifton F. Schropp, Dir. Audio-Visual
		629 Third St.	
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer



City	Call Letters	Licensee	Executive
KANSAS			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex. Smiley, Dir., Radio-TV
Lawrence	KEKU (AM)	Univ. of Kansas	Bruce A. Linton, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	Bruce A. Linton
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KSOB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmel, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFEL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
LOUISIANA			
Baton Rouge	WSLU (FM)	Louisiana State University	Mrs. Lucile Ruby, Coordinator, Radio-TV
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Manager
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Joseph Larson, Manager
Boston	WBUR (FM)	University of Boston	Leo Martin, Director Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Boston	WGBH (TV)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Springfield	WEDK (FM)	Bestg. Council of Springfield	William J. Sanders, Supt. of Schools
MICHIGAN			
Ann Arbor	WLOM (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
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	William A. Wood
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Colenan
East Lansing	WKAR (TV)	Michigan State Univ.	Armand J. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Biller, Dir. Radio Educ.
Flint	WFUM (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	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
MISSOURI			
St. Louis	KETC (TV)	St. Louis Ed. TV Association	
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Director
NEBRASKA			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
NEW JERSEY			
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. 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	James F. Macandrew, Dir. of Broadcasting
Floral Park	WHSN (FM)	20 Fort Greene Pl.	
Ithaca	WITJ (FM)	Sewanahaka H.S.	W. A. Gregory, Director of Radio
New York	WNVC (AM)	Ithaca College	Robert Earle, Dir. of Radio
		Municipal Broadcasting System	Seymour N. Siegel, Director
New York	WNYC (FM)	2500 Municipal Bldg. Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Edward Larson, Director
Syracuse	WAER (FM)	85 Buffalo St.	
Troy	WHAZ (AM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
		Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

City	Call Letters	Licenses	Executive
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	
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	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
OHIO			
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Arehie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincinnati TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WLSN (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
Norman	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Norman	KOKH (FM)	Board of Education	Miss Elaine Tueker, Program Director
Shawnee	BGCG (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Norman	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Stillwater	KAMC (FM)	Oklahoma Ed. TV	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, 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. Zerling
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	John F. White, Mgr.
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
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	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
Houston	KUHT (TV)	Univ. of Houston	John Schwarzwalder, Station Mgr.
UTAH			
Logan	KVSC (FM)	Utah State Agri. College	Burrell F. Hansen, Director
WASHINGTON			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
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. Caton, Dir., Univ. Radio
PUERTO RICO			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

WHERE IS RADIO?



Here, room by room, is an accurate account of radio sets in homes in the United States as compiled by both the Radio Advertising Bureau and a Politz Research Inc. Study.

	Fall 1955*	Spring 1954**
Living Rooms	25,500,000	25,320,000
Bedrooms	24,000,000	21,560,000
Kitchens	17,200,000	16,100,000
Dining rooms	4,500,000	4,390,000
Other rooms in homes.....	8,800,000	7,370,000
Total, in U. S. homes	80,000,000	74,740,000
Total, in automobiles	31,000,000	26,180,000
Total, outside homes, except in cars ...	10,000,000	(Not estimated)
GRAND TOTAL, IN U. S.....	121,000,000	100,920,000 (in homes and cars only)

* RAB

** Politz Research Inc. Study

NARTB Regional Wage Comparison For Sales Managers and Salesmen In RADIO Broadcasting—Feb., 1955

(average gross weekly wages*)



NORTH CENTRAL		
Sales Manager		\$149.85
Salesman		\$113.38
SOUTHEAST		
Sales Manager		\$148.19
Salesman		\$101.83
MOUNTAIN-PACIFIC		
Sales Manager		\$146.56
Salesman		\$100.84
SOUTH CENTRAL		
Sales Manager.....		\$138.07
Salesman		\$ 93.04
NORTHEAST		
Sales Manager		\$137.50
Salesman		\$ 96.90

* Excludes cities of 1 million or more population.

Federal

Communications Commission

**HOW TO APPLY
FOR FCC LICENSE**

PERSONNEL

National

***Association of Radio and
Television Broadcasters***

**PERSONNEL
COMMITTEES**

FEDERAL COMMUNICATIONS COMMISSION



HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Phone: EXecutive 3-3620

Personnel as of February 1, 1956

Commissioners

Chairman

GEORGE C. McCONNAUGHEY

(Term Expires June 30, 1957)

Administrative Assistant: ROBERT D. L'HEUREUX

Legal Assistant: CHARLES M. GOWDY

Engineering Assistant: CHRISTIAN E. ROGERS, JR.

ROSEL H. HYDE

(Term Expires June 30, 1959)

Legal Assistant—D.E. W. PINCOCK

EDWARD M. WEBSTER

(Term Expires June 30, 1956)

Legal Assistant—ROBERT M. KOTEEN

Engineering Assistant—

EVERETT G. HENRY

ROBERT T. BARTLEY

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—

KENNETH W. MILLER

JOHN C. DOERFER

(Term Expires June 30, 1961)

Legal Assistant—EVELYN F. EPPLEY

Engineering Assistant—

JAMES B. McELROY

ROBERT E. LEE

(Term Expires June 30, 1960)

Legal Assistant—

DAVID C. WILLIAMS

Engineering Assistant—

WILLIAM B. CAMPBELL

RICARD A. MACK

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER

Engineering Assistant—

JOHN E. DOANE

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Secretary

MARY JANE MORRIS

Assistant Secretary: WILLIAM P. MASSING

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

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MAIL AND FILES DIVISION

Mary E. Sprague, *Chief*

DOCKETS DIVISION

Jessie R. Blaine, *Chief*

TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

MINUTES DIVISION

Annette Hutterly, *Chief*

LIBRARY DIVISION

Helen A. Clark, *Chief*

MESSANGER DIVISION

John W. Brown, *Chief*

Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief*

JAY A. KYLE, *Assistant Chief*

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Basil P. Cooper
Thomas H. Donahue
Annie N. Hunting

Hugh B. Hutchison
H. Gifford Irion
Herbert Sharfman
Elizabeth C. Smith

Office of Opinions and Review

JOHN L. FITZGERALD, *Chief*
 EDGAR W. HOLTZ, *Asst. Chief*
 HORACE E. SLOANE, *Asst. Chief (Engineering)*

Attorneys

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 Gennaro J. Consalvo
 Raymond L. Hodges
 Sarah Ann Mobley
 Paul W. Schuch

Edward C. McKenzie
 Donald J. Berkemeyer
 Charles Frederick
 Forest McClenning
 David Warren

Engineers

Horace E. Slone
 George K. Ashenden, Jr.

Hideyuki Noguchi

Accountant

Charles S. Borum

Office of Administration

Executive Officer and Acting Budget Officer
 ROBERT W. COX
 Richard F. Solan, *Administrative Assistant*

ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, *Chief*

ORGANIZATION AND METHODS DIVISION

Eric G. Stewart, *Chief*

BUDGET AND FISCAL DIVISION

James H. Ballard, *Acting Chief*

PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*

Office of Reports and Information

GEORGE O. GILLINGHAM, *Chief*

INFORMATION BRANCH

Salina M. Lindo

REPORTS BRANCH

Eva O. Melton
 Lily M. Marshall

Office of Chief Engineer

EDWARD W. ALLEN, JR., *Chief Engineer*
 Virgil R. Simpson, *Assistant Chief Engineer*
 John A. Willoughby, *Assistant to the Chief Engineer*

**FREQUENCY ALLOCATION &
TREATY DIVISION**

Albert L. McIntosh, *Asst. Chief Engineer*

LABORATORY DIVISION

Edward W. Chapin, *Asst. Chief Engineer*

TECHNICAL RESEARCH DIVISION

William C. Boese, *Asst. Chief Engineer*

**CONTROL OF ELECTROMAGNETIC
RADIATION GROUP**

Ralph J. Renton, *U. S. Supervisor.*

Broadcast Bureau

EDWARD F. KENEHAN, *Chief*
 James E. Barr, *Assistant Chief*
 Lavelle W. Hughes, *Administrative Assistant*

BROADCAST FACILITIES DIVISION

Walther W. Guenther, *Chief*
Aural New & Changed Facilities Branch
 Wallace E. Johnson, *Chief*
Existing Facilities Branch
 Harold L. Kassens, *Chief*
Technical & Allocations Branch
 Bruce S. Longfellow, *Chief*
TV Applications Branch
 Sol Schildhause, *Chief*
Hearing Branch
 Robert J. Rawson, *Chief*

RENEWAL AND TRANSFER DIVISION

Joseph N. Nelson, *Chief*
Transfer Branch
 Robert H. Alford, *Chief*
Renewal Branch
 Millard F. French, *Chief*
Compliance Branch
 LeRoy Schaaff, *Chief*
Control Section
 Melba Z. Templeman, *Chief*

RULES AND STANDARDS DIVISION

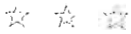
Hart S. Cowperthwait, *Chief*

ECONOMICS DIVISION

Hyman H. Goldin, *Chief*

LICENSE DIVISION

Clara M. Iehl, *Chief*
TV Branch
 Marguerite Van Dyke, *Chief*
AM Broadcasting Branch
 Quentin S. Proctor, *Chief*
FM Branch
 Helen Marston, *Chief*



Regional Managers

EMERY H. LEE
Region 1
954 Federal Building, 641 Washington St
New York 14, N. Y.

PAUL H. HERNDON, JR
Region 2
718 Atlanta Nat'l Bldg
50 Whitehall St. S.W.
Atlanta 3, Ga.

JOE H. MCKINNEY
Region 3
323-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILTSE
Region 4
802 Federal Office Building, Seattle 4, Wash

LEE R. DAWSON
Region 5
P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNEL
Region 6
832 U. S. Court House, Chicago 4, Ill

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN
1600 Customhouse
Boston 9, Massachusetts

2. ARTHUR BATCHELLER
748 Federal Building
New York 14, New York

3. ROGER E. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania

4. HYMAN A. COHEN
400 McCauley Bldg.
400 E. Lombard St
Baltimore 2, Maryland

5. EDWARD BENNETT
Room 402, Federal Building
Norfolk 10, Virginia

6. W. D. JOHNSON
718 Atlanta Nat'l Bldg
50 Whitehall St., S.W.
Atlanta 3, Georgia

Sub-Office

ANDREW BAHLEY
214 P. O. Building
Savannah, Georgia

7. ARTHUR S. FISH
312 Federal Building
Miami 1, Florida

Sub-Office

CHALMER H. NEEB
409-410 P. O. Building
Tampa 2, Florida

8. VACANCY
400 Audubon Building
New Orleans 16, Louisiana

Sub Office

GEORGE E. FRANKLIN
419 U. S. Court House & Customhouse Bldg
Mobile 10, Alabama

9. LOUIS L. McCABE
324 U. S. Appraisers Building
Houston 11, Texas

Sub-Office

ERIC D. COBURN
329 P. O. Building
Beaumont, Texas

10. VACANCY
500 Terminal Annex Building
Dallas 2, Texas

11. BERNARD H. LINDEN
539 U. S. P. O. and Court House Building
Los Angeles 12, California

Sub-Office

NEY R. LANDRY
15-C U. S. Customhouse
San Diego 1, California

Ship Office

J. LEE SMITH
Room 326, U. S. P. O. and Courthouse
San Pedro, California

12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California

13. JOSEPH H. HALLOCK
307 U. S. Courthouse
Portland 5, Oregon

14. HERBERT H. ARLOWE
802 Federal Office Building
Seattle 4, Washington

15. WILLIAM E. CLYNE
521 Customhouse
Denver 2, Colorado

16. DONALD A. MURRAY
208 Uptown P. O. and Federal Bldg
St. Paul 2, Minnesota

17. HAROLD T. GALLAHER
3100 Federal Office Bldg
Kansas City 6E, Missouri

18. HAROLD D. HAYES
826 U. S. Court House
Chicago 4, Illinois

19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan

20. PAUL A. BOLLOWAY
328 P. O. Building
Buffalo 3, New York

21. PAUL R. FENNER
502 Federal Bldg
Honolulu 1, Hawaii

22. ARTHUR T. CLINE, JR.
322 Federal Bldg
San Juan 13, P. R.

23. HAROLD D. DeVOE
San Juan B. P. R.
Room 53, U. S. P. O. and Court House
Anchorage, Alaska

Sub-Office

HAL S. WEIDNER
6 Shattuck Building, P. O. Box 1421
Juneau, Alaska

24. ALFRED H. KLEIST
Briggs Building
415 22nd St. N. W., Washington D. C.

Safety and Special Radio Services Bureau

CURTIS B. PLUMMER, *Chief*
Joseph M. Kittner, *Assistant Chief*
Ezra Chambers, *Administrative Assistant*

ENFORCEMENT UNIT

Marshall S. Orr, *Chief*

AVIATION DIVISION

John R. Evans, *Chief*

INDUSTRY AND COMMERCE DIVISION

Glen E. Nielsen, *Chief*

MARINE DIVISION

William N. Krebs, *Chief*

PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, *Chief*

AUTHORIZATION ANALYSIS DIVISION

Charles R. Weeks, *Chief*

Office of General Counsel

WARREN E. BAKER, *General Counsel*
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In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

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William D. Pabst KFRC, San Francisco, Cal.	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.
Robert O. Reynolds KMPC, Los Angeles, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
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U. S. A. NETWORK MAPS

Network Radio To Experience Renaissance



By
ROBERT E. KINTNER

President
American Broadcasting
Company

THE time to sell network radio, not to sell it short, is now.

This medium possesses the power and magic needed by astute advertisers and requires only a vigorous and positive selling approach, such as was used to create it from nothing after World War I to one of America's great sales agents before World War II.

By virtue of its coast-to-coast facilities, network radio at a very low cost-per-thousand delivers potential clients quickly and efficiently. The key to success lies in finding the proper means and time for the particular product.



Network radio commercials also serve as the perfect complement to other forms of advertising. It's a known fact that people associate what they hear on radio with commercial copy placed on television, in newspapers or magazines! And once again, at a low cost, network radio can buttress the campaign of many advertisers.

Back in the early days of the industry, our predecessors had to use every bit of ingenuity and resourcefulness at their disposal to put across to the public a then unknown and unpredictable form of communication. When their critics said it couldn't be done, they did it, to paraphrase a line from Edgar Guest. Radio executives admittedly had one advantage in those days over present-day men; there was no past experience to guide them.



Creativity, time and money have been lacking in the more recent years of network radio because of the pressure of developing television. But the time has come when TV has reached a degree of maturity and at ABC for example, greater attention is being placed on radio.

We have added new program properties including Walt Disney's "Magic Kingdom" strutting to the aural medium (the talent of our

at America's great creative artists. This new daytime entry is planned to meet some of the desires of morning audiences, yet while it is new, it is really only old time showmanship of which Disney is a master.

With the "Breakfast Club," also heard in the morning, ABC has found this property as valuable as ever. To insure its financial success, we have found it necessary to change our selling techniques, accommodating advertisers in smaller segments, from five minutes, one-time only to any other amount of time over a year or more. The results have been gratifying, proving that network radio needs only the right combination of time and program for the advertiser to buy.



ABC has experimented in other areas of programming, particularly the nighttime, and will continue to try new ideas and techniques as eventually discover what the public and the advertiser wants, knowing that ultimately our endeavors will pay off. Since we are in business for a profit, we have faith in what we're doing and have no intention of going out of the radio business.

While research men have come up with every kind of statistic about radio ("radio set sales are greater than television," "radios are everywhere," "radio appeals to the individual at work or play") television has still copped the headlines on sales and programs. Many radio executives have succumbed to thinking negatively and defensively as a result. Personally, I think this is a great failure on their parts.

Other industries have suffered set-backs such as motion pictures, records, etc. But we have all seen how they have snapped out of the doldrums and are now doing well.



Industries often serve to rally the best in a person or an industry and I sense that this is happening in many areas of network radio at this very moment. Self-confidence is being restored and better efforts are being made to compete with other media. It is quite possible that network radio, within the next year or so, will experience a renaissance, gathering strength as the industry learns to utilize fully its tremendous but now latent potential.

Radio networks can still do the best job in many fields of endeavor and I believe they will continue to do so.

Not expecting miracles overnight, ABC believes that with patience and ability, we will accomplish what some pessimists say can't be done and return network radio to its respected position in American life.

A M E R I C A N B R O A D C A S T I N G C O . , I N C .



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Radio's New Threshold Of Achievement



By
**ARTHUR HULL
HAYES**
President
CBS Radio

THE exciting thing about radio today is that it keeps breaking through its own high "ceilings."

In 1955, there were just short of 15 million radio sets produced—the biggest year for set production since 1948. Equally impressive is the fact that this tremendous year for radio set production came at a time when there were already a record number of radios—**some 132 million of them**—on the job in the nation. Also, out-of-home radio grew to be as large in numbers as the entire medium of television. And still radio continues to grow, expanding as rapidly as the manufacturer can make listening available in new and different ways.



Such vast acceptance of radio, of course, means that advertisers must continually re-examine it as an advertising medium. Last year, therefore, was one in which the greatest emphasis was placed on informing advertisers of radio's basic low costs and vast audiences. It was a year of enlightenment for many advertisers. Now, in 1956, radio emerges as a powerful all-purpose tool for the big national advertiser, and one highly effective, as well, for the low-budget advertiser who needs both frequent and continuing exposure.



Thus, at the beginning of 1956, we find Chesebrough-Ponds entering daytime radio with co-sponsorships of many different Monday through Friday programs. Hazel Bishop is purchasing a full 15-minute show each weekday, Monday through Friday. Lever Brothers, after a brief absence, is returning to network radio in a similar way. The F. C. Russell Company is purchasing evening segments of "The Bing Crosby Show." F. W. Woolworth has gained customers and prestige through its presentation of an hour-long "live" Sunday musical program. The Insurance Company of North America chose network radio for its fabulous Christmas Eve "Christmas Sing With Bing." And all this activity is

taking place on one radio network—CBS Radio.

These new purchases of network radio, of course, augment a list of long-established ones—General Motors, Brown & Williamson, Liggelt & Myers, General Foods, Longines-Wittnauer, Wrigley's, Campbell Soup Company, Standard Brands, Pillsbury Mills and many more.

Among all the radio networks, there has been a definite accent on the versatility of radio. Radio's new audiences, its audiences of all kinds of people doing all kinds of things, has been our hue and cry. There is no time of day or night when there is a dearth of listeners, whether at home or away. During one specific 15-minute period on a Sunday afternoon, for example, Nielsen found that more than 3 million auto radios were in use. And during many weekday evening periods, auto radio listening adds more than one-third to the in-home audience.



There have been many and varied approaches to reaching these vast audiences on the move, busy with their avocations, driving about the country, and those merely relaxing at home. One pattern seems to have wooed and won more listeners more consistently than any other. And that pattern is the one which CBS Radio adopted. Regular programming of popular stars and programs—the established favorites—has regularly gained for CBS Radio greater audiences than any type of programming by any other network. The serial-dramas continued to draw the biggest audiences in daytime radio. CBS Radio, through nearly all of 1955, produced all ten of the most popular daytime shows. In the evening, favorites Bing Crosby, Edgar Bergen, Our Miss Brooks, Amos 'n' Andy, Gunsmoke, among others, continued to out-draw the competition. Day and night, listeners continued to choose the home stars and the big shows as their favorite form of radio entertainment.



And while all the business of programming and selling was going on, there were other examples of radio's inherent ability to serve its listeners more effectively than anything else known to man. The devastations of hurricanes and floods were reported almost the instant they struck. There were many exciting on-the-spot reports from Geneva as well as everywhere else in the world—including Russia, for the first time since 1947. Radio news rose to new heights during the year; CBS Radio exceeded previous peacetime records with 101 news broadcasts a week.

Last year, network radio regained a great part of its glory and is now on the threshold of new and greater achievements.

CBS RADIO



CBS RADIO NETWORK

AS OF JANUARY 1, 1956

NETWORK



CBS, INC.

CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

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Palace Hotel , San Francisco 5

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Edward Kaylen Associate Director,
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Irving Miller Director, Art Service,
CBS-Owned Stations Promotion
Joseph Tole Production Manager

Radios Bought Every 4 Seconds In America



By **JOHN B. POOR**
Executive
Vice President
Mutual Broadcasting
System

TODAY'S miniaturized radio receivers, research-developed in the war years, blue-printed for consumers in 1950 and made available on a mass scale last year, are charting the metamorphic turns in current broadcasting operations.

And they're doing it intangibly as well as tangibly.

Most obvious effect has been the sudden realization of the tremendous number of sets in use, approximately 125-million, or one for every 1.4 people. The RAB's latest brochure states there is a radio for every person in America over nine years old . . . and recent RETMA figures show that there is a radio purchased in the United States every four seconds—365 days a year!! I'm sure these radios were not bought to be used as book-ends.



These startling statistics have awakened broadcasters and advertisers to the co-related fact that radio is the most mobile of the mass communications media. Perhaps the best tribute to the manufacturer's ingenuity has been the development of the miniature tube and the transistor which has made radio so small and portable that today there are people who literally "wear" their sets. It can be listened to—and be a constant companion—no matter where the listener might be and no matter what he or she are doing at the time they're listening.

The most pregnant intangible effect, on the other hand, was the realization too that radio's very acceptance as an essential part of our daily lives had obliterated the aura of romance, of mystery, of actual luxury that had previously excited listeners, and naturally advertisers.



This aura now surrounds television, the luxury item. Radio is the accepted thing, the life necessity as common to the American people as the shoes they wear, the bread they eat and the automobiles they drive. Radio is part of everyday life. People would be lost without it.

But they wouldn't realize that loss until radios were taken from them. That's how

well radio has become integrated into our standards of living. It has even become the No. 1 item on Civil Defense lists.

This absorption pattern has not been sudden. Originally, as a luxury item, radios were handsome furniture pieces in living rooms—just like television sets are today. Then gradually came the need for second, third and fourth sets in homes—just like there is similar need today for more tv receivers in homes. This prompted development of smaller, table models.

But now the radio-tv receiver set parallel changes markedly. Radios were made, too, for automobiles and trucks, America began spending more of its time on wheels. Radio listening became more mobile—more and more of the personalized and companionate type than the central entertainment unit in the home.



War-time development of pocket-sized sets rushed this pattern much faster. Today radio sets, in most homes, are in every room that's used. They're carried in pockets. They're in the cabs of trucks, in cars and taxicabs, in busses, on farm tractors and on motorcycles and bicycles. Last year over 13-million radio sets were manufactured—and they were almost a fifty-fifty split in types between automobile sets and small portables, table models and clock-radios.

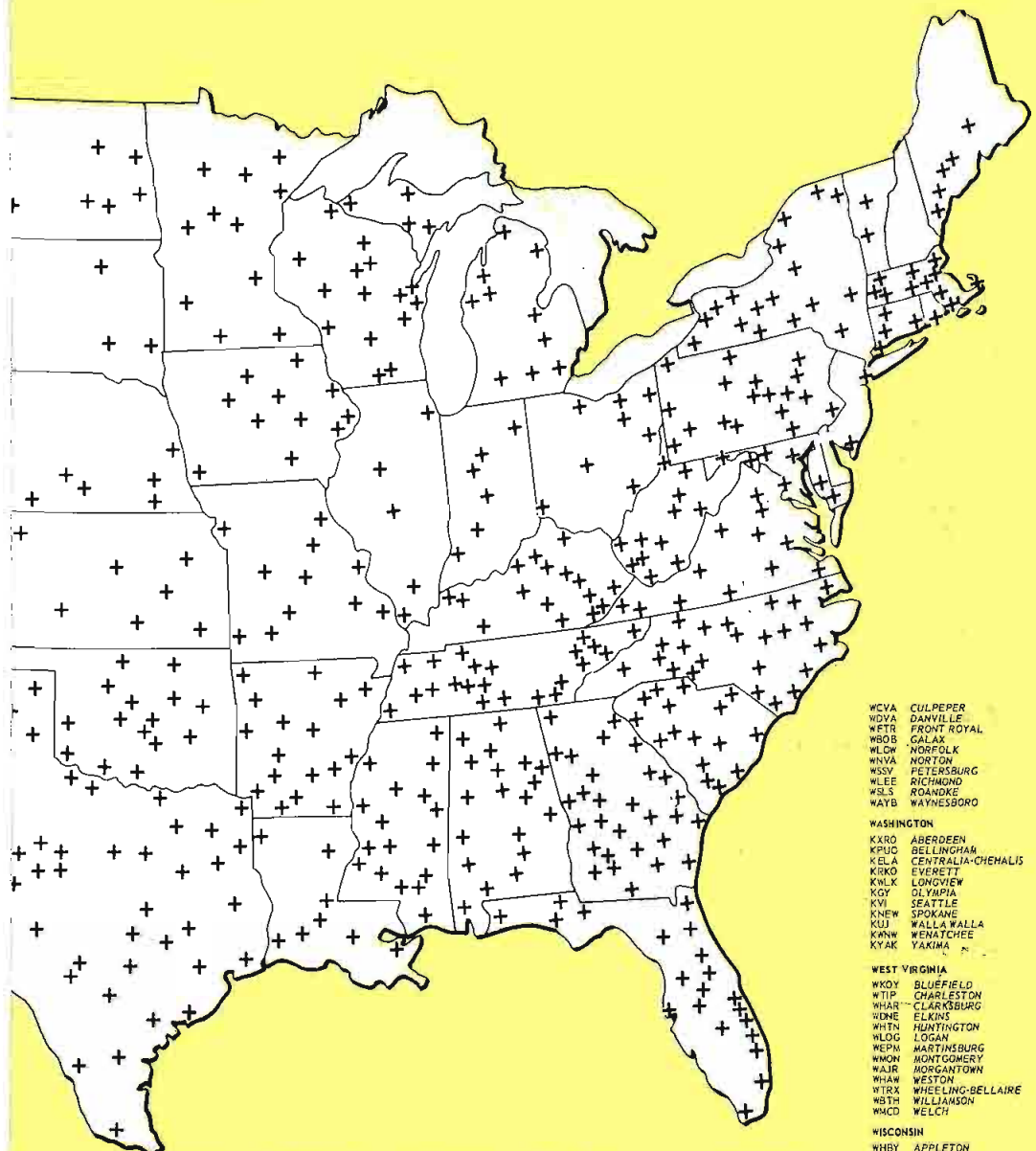
This mobility, as we call it, has prompted the new selling and programming techniques we initiated in 1955 and which we will continue to emphasize, with the cooperation of our 560 affiliated stations, throughout 1956.



Mutual foresaw changes in listening trends two years ago when the J. A. Ward survey was authorized to measure total radio audiences throughout the day plus the activities and locales of listeners (bedrooms, living rooms, dens, offices, kitchens, etc.). From the welter of statistics that became available to us, Mutual initiated its new programming and selling concepts last year. Continued faith by the nation's top advertisers in Mutual's effectiveness encouraged us to develop the multiple-broadcast, shorter-time-period pattern that now marks our schedule.

Mutual is unique in that it operates solely as a radio network. It is our belief that network radio, with its vast potential audience, is a valuable and essential means of national communication. We feel that the industry has an obligation to those who invested their money in the millions of radio sets. Conversely, we believe the adequate fulfillment of this obligation will, in itself, bring about the necessary economic stability, and establish, on a firm basis, the true impact of this medium with both the listening public and the advertisers.

CASTING SYSTEM



- WCVA CULPEPER
- WDVA DANVILLE
- WETR FRONT ROYAL
- WGBS GALAX
- WLDF NORFOLK
- WNVA NORTON
- WSSV PETERSBURG
- WLEE RICHMOND
- WLSL ROANOKE
- WAYB WAYNESBORO

- WASHINGTON
- KXRO ABERDEEN
- KPOD BELLINGHAM
- KEL A CENTRALIA-CHEHALIS
- KRKO EVERETT
- KWLX LONGVIEW
- KOY OLYMPIA
- KVI SEATTLE
- KNEW SPOKANE
- KJ3 WALLA WALLA
- KNNW WENATCHEE
- KYAK YAKIMA

- WEST VIRGINIA
- WKDY BLUEFIELD
- WTPP CHARLESTON
- WHAR CLARKSBURG
- WINE ELKINS
- WHTN HUNTINGTON
- WLOG LOGAN
- WEPH MARTINSBURG
- WMON MONTGOMERY
- WAJR MORGANTOWN
- WHAW WESTON
- WTRX WHEELING-BELLAIRE
- WBTH WILLIAMSON
- WACD WELCH

- WISCONSIN
- WBHY APPLETON
- WATW ASHLAND
- WBEZ BELoit
- WBIZ EAU CLAIRE
- KFIZ FONDU DU LAC
- WVBS GREEN BAY
- WCLO JANEVILLE
- WLCC LA CROSSE
- WANTOC MANITOWIC
- WISC MADISON
- WHDV MEDFORD
- WPNL PINELANDER
- WJNC RICE LAKE
- WOSA WAUSAU
- WFRH WISCONSIN RAPIDS

- WYOMING
- KVOC CASPER
- KWYO CHEYENNE
- KLUK EVANSTON
- KOWE LANDER
- KDPT MARAMEE
- KPOW POWELL
- KVRL RIVERTON
- KVBS ROCK SPRINGS
- KWYO SHERIDAN
- KRTR THERMOPOLIS
- KWOR WORLAND
- KRAL RAWLINS

- IOIA KRXL ROSEBURG
- KSLM SALEM

- PENNSYLVANIA
- WRTA ALTOONA
- WESB BRADFORD
- WLEU ERIE
- WCWB HARRISBURG
- WAZL HAZLETON
- WCRD JOHNSTOWN
- WLAN LANCASTER
- WBPZ LOCK HAVEN
- WKST NEW CASTLE
- WIP PHILADELPHIA
- WPAM PITTSBURGH
- WJAS POTTSVILLE
- WYAC ST. MARY'S
- WISL SHAMOKIN
- WMLJ STATE COLLEGE
- WJPA WASHINGTON
- WBAX WILKES-BARRE
- WSBA YORK

- RHODE ISLAND
- WEAN PROVIDENCE

- SOUTH CAROLINA
- WANS ANDERSON
- WBSC BENNETTSVILLE
- WQSN CHARLESTON
- WNOK COLUMBIA
- WLAT CONWAY
- WGTN GEORGETOWN
- WNRB GREENVILLE
- WGSW GREENWOOD
- WKDK NEWBERRY
- WDXI ORANGEBURG
- WRHI ROCK HILL
- WJAN SPARTANBURG
- WFIG SUMTER
- WBCU UNION
- WALD WALTERBORO

- SOUTH DAKOTA
- KORN MITCHELL
- KIHO SIOUX FALLS
- KWAT WATER TOWN

- TENNESSEE
- WLAR ATHENS
- WAGC CHATTANOOGA
- WJ2M CLARKSVILLE
- WBGH CLEVELAND

- TEXAS
- KWKC ABILENE
- KBKI ALICE
- KVLF ALPINE
- KAMG AMARILLO
- KVET AUSTIN
- KI0N BAT CITY
- KTAC BIG SPRING

- COLUMBIA
- ELIZABETHTON
- JOHNSON CITY
- FAYETTEVILLE
- GREENVILLE
- JACKSON
- KNOXVILLE
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- LEXINGTON
- MEMPHIS
- MORRISTOWN
- OAK RIDGE
- LAFOLLETTE
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- UNION CITY
- WINCHESTER

- BORGER
- BROWNWOOD
- BRYAN
- KEYS CORPUS CHRISTI
- KAND CORSIANA
- DALLAS
- FORT WORTH
- FREDERICKSBURG
- GREENVILLE
- HOUSTON
- HUNTSVILLE
- LAREDO
- LUBBOCK
- LUFKIN
- MCALLEN
- MCANEY
- MONAHANS
- DOSSA
- PALESTINE
- PANAMA
- PREDS
- PERRYTON
- PLAINVIEW
- PORT ARTHUR-BEAUMONT
- SAN ANGELO
- SAN ANTONIO
- SHERMAN-DENNISON

- KS9Y SNYDER
- KDWT STAMFORD
- KSST SULPHUR SPRINGS
- KK0X SWEETWATER
- KTEM TEMPLE
- KOSY TEXARKANA
- K0KB TYLER
- KVVC VERNON
- KVIC VICTORIA
- WACO
- WTRN WICHITA FALLS

- DTAH
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- XLO OGDEN
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- KOVO PROVO
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- VERMONT
- WS9B RUTLAND
- WDEV WATERBURY

- VIRGINIA
- WFNG BRISTOL
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MUTUAL BROADCASTING SYSTEM

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1440 Broadway, New York 18, N. Y.
Telephone: LONGacre 4-8000

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Grace Haynes.....Supervisor of Affidavit

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Operations

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Dorothy Reynolds...Midwest Sales Service Manager
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**WJAR-TV
CHANNEL**

10

PROVIDENCE

OUTSTANDING IN LOCAL PROGRAMS
OUTSTANDING IN REGIONAL COVERAGE
OUTSTANDING IN MERCHANDISING
NBC BASIC . . . ABC SUPPLEMENTARY

4 rich markets and nearly 3,000,000
consumers await your message.*

*They'll see it on **POWERFUL***

10

*PROVIDENCE, WORCESTER,
FALL RIVER, NEW BEDFORD

WJAR-TV Providence, R. I.

➤ Represented nationally
by **WEED TELEVISION**

Radio Now Provided With Fresh New Role



By
**ROBERT W.
SARNOFF**

President
The National
Broadcasting Company

THE broadcasting industry, as it enters 1956, can look back upon a year in which these three facts became clearly apparent: first, television is now well anchored as a powerful moving force in the nation's economy; second, the growth of color television into a national service will soon hit snowballing dimensions; third, the new program and sales concepts of network radio, whatever the title given to them, have provided radio with a fresh and hopeful role in the age of television.



For Pat Weaver and myself, and for everyone at NBC, the year just ended has been one of progress and promise. We expanded our color TV schedule by 500 per cent to reach a total of 40 hours live color programming per month. We created new programming forms such as "Wide Wide World," "Matinee Theatre," and "Project 20," and new radio services such as "Monitor" and "Weekday." We pioneered the "Color Spread" sales plan, making big-time evening hits available for the first time to a wide base of advertisers on a single-insertion basis.



During 1955, NBC ordered a \$12,000,000 expansion of its color production facilities in New York, Hollywood and Chicago, to be completed by September, 1956. These added facilities were designed to permit doubling our color schedule to 80 hours a month. As part of this project, the NBC-owned station in Chicago, WNBQ, becomes the world's first all-color station.

The Maurice Evans dramatic series opened up new vistas in television's constant effort to upgrade its product, and developed new Sunday afternoon audiences.

The year was marked by a more mature approach to world problems. Koestler's great drama, "Darkness at Noon," and the dramatic history "Nightmare in Red," brought thunderbolt impact to the subject of Communism. The full-hour "Meeting at the Summit" provided a stirring prelude to the Geneva talks.



"Wide Wide World" freed television from the constraints of the studio and set it to moving back and forth about the United States, across borders into Canada and Mexico, and over water to Cuba with electronic speed. And the great fulfillment of this program is yet to come — when transoceanic television becomes a reality within a very few years.

A new kind of television documentary was pioneered with "Assignment: India," a full-hour "by-line" presentation featuring Chester Bowles.

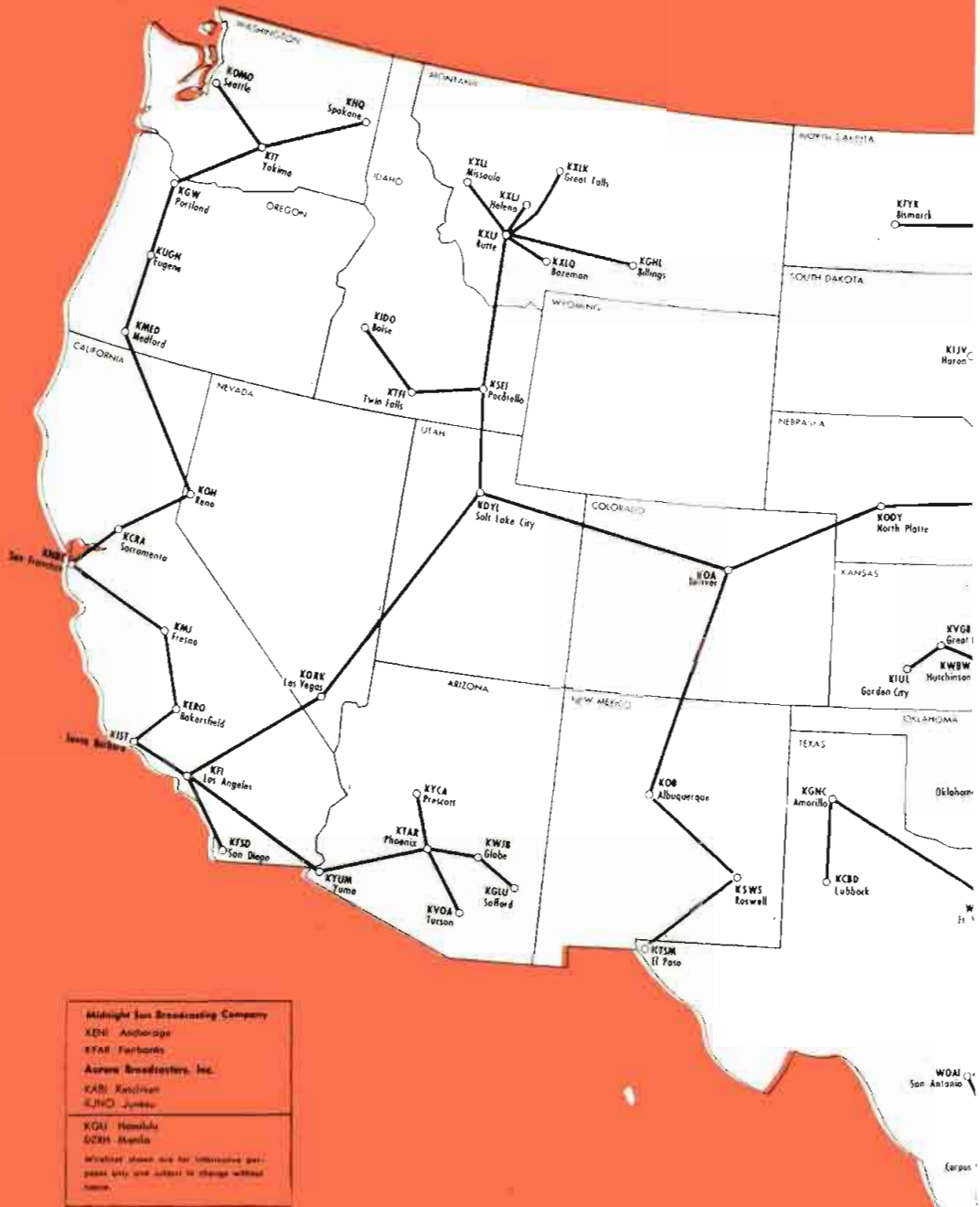
During 1955, the NBC enlightenment campaign was broadened, with more entertainment programs inserting elements of cultural and educational value into the format. We also set up the television industry's first Children's Program Review Committee to provide us with added guidance in improving our children's shows.



Looking toward television's talent needs of the future, NBC created the Talent Development Program, a multi-million dollar project designed to seek out and develop new stars, writers, producers and technicians.

Greater flexibility in programming was accompanied by greater flexibility in sales. Multiple sponsorship advanced to a point where it accounted for more than half our entire schedule. The network served 231 clients in 1955 as against 210 in 1954 and 165 in 1953. All in all, NBC-TV showed an increase of 34.6 per cent in total gross billings over the previous year, and a gain of 22.5 per cent in overall income.

NATIONAL BROAD



BROADCASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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Gerald M. Sellar...Manager of Radio Technical
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 Sackett Miles Manager, Radio Sales Service and Traffic
 Theodore Zaer Division Business Manager

Bert A. Medar Business Mgr.
 Jack R. Wagner Mgr., Programs
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 James Kovach Director of Programs
 John Levan Station Business Manager
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 S. E. Leonard Manager, Technical Operations
 William Howard Supervisor, Tech. Operations
 Hal Waddell Radio Sales Manager
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 Sherman Hildreth Mgr., Tech. Operations
 James V. Coleman Supervisor, Tech. Operations
 George C. Stevens Sales Manager, WRCA
 Steve White Program Manager for WRCA

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KNBC, KNBC-FM, San Francisco

Wm. K. McDaniel Gen. Mgr. & Sales Mgr.
 KNBC, KNBC-FM

Rome

Merrill Mueller, Secondo Piano AP, Piazza Graz iolo 5, Rome Italy.

Keystone Hits America's Prime Audience



By
SIDNEY J. WOLF
President
Keystone Broadcasting
System, Inc.

THE primary motivation of advertising is to substantiate sales incentive at trade and consumer levels. In order to do this it is basic that to move goods it is a necessity to also move people.



Keystone moves people in a key way . . . 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 audience listens . . . and moves! Keystone delivers one of the most prime audiences to the advertiser that exists in the nation today. From a fall, 1955 government report, these facts emerged: Keystone's market of Hometown and Rural America contains 25,058,420 radio homes consisting of 87,704,470 people. Within this grouping there are over 4,000,000 farms and less than 30% of them have television. Here indeed is an undeniable primary market which deserves principal consideration for any well-directed sales program that lists national coverage as a requisite.



The Keystone story would not be complete without the almost fantastic kind of mer-

chandising that exists within the realm of Keystone affiliates. This story is unique in the annals of the radio industry . . . unique because of the geographic and population setup of the area in which Keystone operates. Here in the small, widely scattered communities throughout the nation are the small town nuclei of American community living where station personnel is closely associated with the merchants of each specific community. Here a pattern of close cooperation with retail outlets of advertised products happens day in and day out with results that amaze advertisers of every conceivable type of product. Merchandising contests held by several of Keystone's clients have paid off in rich dividends.



Keystone's steady growth is an indication that this approach to advertising is a sound one. Keystone's long list of customers who stay around year after year for this successful treatment is ample testimony to the fact that the advertising dollar spent in the rich Home Town and Rural America market is an investment hard to equal in the media field. Keystone's biggest growth year was 1955 with the list of Keystone's affiliates growing to 875 stations.



1956 will probably be Keystone's biggest year in volume of sales to date and this in itself is a commentary on the need for using Keystone as a **supplement** to the rapid expanse of television . . . getting through to the vast daytime market where TV is not a factor in the audience story.

KEYSTONE BROADCAST

ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBJ Brewton
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WULA Eufaula
WWWF Fayette
WOWL Florence-Muscle Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WVWB Jasper
WMOZ Mobile
WVFC Monroeville
WCRL Doonata
WJHO Opelika
WELR Roanoke
WVWR Russellville
WROS Scottsboro
WHBB Selma
WFBF Sylacauga
WVTF Talladega
WVBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA

KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJJ Holbrook
KRIZ Phoenix
KOLQ Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KABO Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KXJK Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KBSH Hot Springs
KBTM Jonesboro
KVLC Little Rock
KVSA McGehee
KOAS Malvern
KENA Mena
KBBM Monticello
KOSE Osceola
KORS Paragould
KOTN Pine Bluff
KPNC Pocahontas
KXKJ Russellville
KWCB Searcy
YUDA Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA

KIBS Bishop
KBMX Coalinga
KYSO Ombua
KSPB El Cajon
(San Diego)
KOAC Fort Bragg
KGST Fresno
KCVR Lodi
KGER Long Beach
KYDS Merced
KFE Needles
KMOR Oroville
KPRL Pasco Robles
KAFF Petaluma
KTIP Porterville
KBFL Red Bluff
KVCC San Luis Obispo
KSPA Santa Maria
KQSA Santa Paula
KROG Sonoma
KSUE Susanville

KTKR Taft
KTUR Turlock
KTUV Ventura
KHUB Watsonville

COLORADO

KGIV Alamosa
KRLN Canon City
KVCFC Cortez
KLOV Loveland
KLIR Denver
KLUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVG Leadville
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KZDA Pueblo
KVRH Salida
KCRT Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WTRL Bradenton
WTAN Clearwater
WIKO Cocoa
WCNU Crestview
WDCF Dade City
WVBF Fernandina Beach
WINK Fort Myers
WABR Fort Pierce
WGGG Gainesville
WVGA Hollywood
WVJB Jacksonville Beach
WKWF Key West
WVRW Kissimmee
WIPC Lake Wales
WLEB Leesburg
WNER Live Oak
WVYS Marianna
WVWP Miami
WSBB New Smyrna Beach
WTMC Ocala
WVWP Palatka
WDLF Panama City
WVTF Perry
WFLA Plant City
WFOY St. Augustine
WTRR Sanford
WXXY Sarasota
WJCM Sebring
WJST Stuart
WVFN Tallahassee
WVNT Tallahassee
WEBK Tampa

GEORGIA

WAAG Adaf
WJAZ Albany
WDEC Americus
WGAU Athens
WAUG Augusta
WVGR Bainbridge
WHAB Baxley
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WVLR Carrollton
WBHF Cartersville
WGA A Cedartown
WVJM Cordale
WVGS Covington
WBLJ Dalton
WVLD Dawson
WGLS Deatur
WDMG Douglas
WMLT Dublin
WVSC Elberton
WBHB Fitzgerald
WVFM Fort Valley
WVGA Gainsville
WKEU Griffin
WVCH Hawkinsville
WBGS Jesnu
WVLA Lafayette
WVLA La Grange
WVFM Marietta
WVVG Milledgeville
WVRE Monroe
WVGA Moultrie
WVGA Rome
WVFP Savannah

WVNS Statesboro
WSFT Thomaston
WVWA Thomson
WLET Toocoa
WJEM Vidosta
WVOP Vitalla
WAYX Waycross
WBRU Waynesboro
WRLO West Point
WIMO Windsor

IDAHO

KGEM Boise
KCAR Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KFST Preslon
KRKX Roberg
KSPT Sandpoint
KLIX Twin Falls

ILLINOIS

WOKZ Alton
WVBS Canton
WRDY Carmi
WCNT Centralia
WEIC Charleston
WITY Oanville
WCRA Effingham
WFIW Fairfield
WVBB Harrisburg
WJFF Herrin
WKEI Kewanee
WPRC Lincoln
WVMI Litchfield
WKAI Maconin
WVOK Metropolis
WVMC Mt. Carmel
WVNI Murphysboro
WLVN Olney
WPRS Paris
WPEO Peoria
WKID Urhanna

INDIANA

WVBC Anderson
WVNL Booneville
WVLO Frankfort
WKAM Goshen
WVIZ Jasper
WVTL Kendallville
WBTO Linlin
WVSA Logansport
WVWX Madison
WVRI Marion
WVBU Peru
WVWV Portland
WVSL Salem
WVCD Seymour
WVVA South Bend
WVCO Tell City

IOWA

KASI Ames
KIAN Allantio
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSTB Creston
KFMA Davenport
KCEC Decorah
KLIL Esterville
KFAD Fairheld
KXIC Iowa City
WRIB Mason City
KLEE Altamwan
KIFJ Webster City

KANSAS

KSOK Arkansas City
KARE Atchison
KCRB Chanulo
KNCK Concordia
KTSW Emporia
KMDO Fort S. ott
KIUL Garden City
KWGB Goodland
KAYS Hays
KBWB Hutchinson
KIND Independence
KCLD Leavenworth
KMAN Manhattan
KNEK McPherson
KJRG Newton
KLCG Parsons

KSEK Pittsburg
KWSK Pratt

KENTUCKY

WBHT Bardslow
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WAIN Columbia
WCTT Corbin
WZJP Covington
WCFM Cumberland
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WIKAY Glasgow
WHLN Harlan
WKIC Hazard
WSON Henderson
WKCA Hopkinsville
WVBN Lebanon
WLEX Lexington
WVNN Louisville
WVFW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WSP Paintsville
WPKI Pikesville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond

LOUISIANA

KDBS Alexandria
KTRY Bastrop
WKIC Bogalusa
WARB Covington
KDLA De Ridder
WFRF Hammond
KCLL Houma
KJEF Jennings
KAPB Marksville
KVIC Monroe
KMRG Morgan City
KWJN Natchitoches
KANE New Iberia
WWEZ New Orleans
KREH Oakdale
KSLQ Opelousas
KRUS Ruston
KBFS Springhill
KSLU Sulphur
KTLD Tallulah

MAINE

WABM Houlton
WVBM Rumford

MARYLAND

WCEM Cambridge
WAYE Dundalk
WPTX Lexington Park

MASSACHUSETTS

WVOM Brookline
WREB Holyoke
WHIL Medford
WHMP North Hampton
WARE Ware

MICHIGAN

WALM Albion
WVYQ Alma
WATZ Alpena
WVPS Bad Axe
WBRN Big Rapids
WATJ Cadillac
WVMP Flint
WVFC Freeport
WATC Gaylord
WVBR Iron River
WVMS Ironwood
WVPS Ishpeming
WMLA Ludington
WVKE Manistee
WVOM Marquette
WVMA Menominee
WVCM Mt. Pleasant
WVAP Oossoo
WVMS Muskegon
WVBN Petoskey
WVLS Port Huron
WVCM Traverse City

MINNESOTA

KASM Albany
KXRA Alexandria
KBUN Bemidji
KBMM Breckenridge
KWLK Cloquet
KROK Crookston
KDLM Detroit Lakes
WELY Ely
WVLE Evaleth
KOZY Grand Rapids
KFOB International Falls
KLTFF Little Falls
KNUJ New Ulm
KDBK Owatonna
WSHB St. Ilwater

MISSISSIPPI

WMPA Aberdeen
WBLE Batesville
WVGN Biloxi-Gulfport
WVBP Boonville
WDOB Canton
WVLC Centerville
WRDX Clarksdale
WVLD Cleveland
WVJU Columbia
WVBI Columbus
WVMA Greenville
WVPR Corinth
WVGR Greenwood
WVAG Grenada
WFOR Hattiesburg
WVDC Hazlehurst
WVLA Indianola
WVKE Kosciusko
WVAM Laurel
WVAF Macon
WVMB Macon
WVMO Meridian
WVMS Natchez
WVNU New Albany
WVPM Passangoula
WVHC Philadelphia
WVWJ Piquemore
WVSS Starkville
WVLE Tunica
WVBC Vicksburg
WVBO Waynesboro
WVWP West Point
WVZF Yazoo City

MISSOURI

KGMO Cape Girardeau
KCMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KDKO Clinton
KBIA Columbia
KREI Farmington
KJCF Festus
KWOS Jefferson City
KTRX Kirksville
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMQ Menott
KLRM Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTRR Rola
KSGM Ste. Genevieve
KSMO Salom
KDRD Sedalia
KICK Springfield
KALM Thayer
KFTN Trenton
KOKD Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBNN Bozeman
KBOW Butte
KGBF Great Falls
KOBM Havre
KCAP Helena
KGEZ Kalispell
KXLD Lewiston
KLOB Libby
KPRK Livingston
KATL Miles City
KBTM Missoula
KIVI Shelby
KGCX Sidney

CASTING SYSTEM

NEBRASKA

KCOV Alliance
KWBZ Beatrice
KCSR Chadron
KJSK Columbus
KHAS Hastings
KGFV Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KSID Sidney
KAWL York

NEVADA

KRAM Las Vegas
KATO Reno
KQNA Winnemucca

NEW HAMPSHIRE

WMOU Berlin
WXXL Concord
WLNH Laconia

NEW JERSEY

WSNJ Bridgeton
WNCJ Newton
WCMC Wildwood

NEW MEXICO

KALG Alamogordo
KABQ Albuquerque
KSP4 Artesia
KLMX Clayton
KOTB Deming
KGAK Gallup
KWEW Hobbs
KOBZ Las Cruces
KENM Portales
KBIN Rosewell
KSIL Silver City
KCHS Truth-or-
Consequences
KTNM Tucumanari

NEW YORK

WCSS Amsterdam
WMBO Auburn
WBRV Booneville
WOSC Fulton
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY Malone
WALL Middletown
WIRY Plattsburg
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
WGRW Asheville
WBBS Burlington
WEGO Concord
WCKB Dunn
WTK Durham
WCNC Elizabeth City
WFAI Fayetteville-Fort
Bragg
WBO Forest City
WBFL Hargett Springs
WLTC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WJNS Kinston
WESD Lenoirburg
WLOE Leaksville
WJRI Lenoir
WBDY Lexington
WTSB Lumberton
WMAP Monroe
WHIP Mooresville
WBFL Morehead City
WPAQ Mount Airy
WOOV New Bern
WNCC Newton
WKBC No. Wilkesboro
WFRS Reidsville
WCBT Roanoke Rapids
WCCE Rocky Mount

WSTP Salisbury
WGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville
WENC Whiteville
WAAA Winston-Salem

NORTH DAKOTA

KDLR Devils Lake
KDXI Dickinson
KNOK Grand Forks
WJY Jamestown
KGCJ Mandan
KQVC Valley City
KEYZ Williston

OHIO

WOHP Bellefontaine
WILE Camden
WAND Canton
WBEX Chillicothe
WJER Dover
WOHV East Liverpool
WFOB Fostoria
WJEH Gallipolis
WIRO Ironton
WLMJ Jackson
WMVO Mount Vernon
WPTW Piqua
WLEC Sandusky
WCHO Washington Court
House
WWST Wooster

OKLAHOMA

KADA Ada
KVSQ Ardmore
KBWL Blackwell
KWCO Chickasha
KWHP Cushing
KRHD Duncan
KSEO Durant
KASA Elk City
KCRG Enid
KTAT Frederick
KGYN Guymon
KTJS Hobart
KIHN Hugo
KTMK McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City
KOME Tulsa
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KWDR Coquille
KASH Eugene
KRTV Hillsboro
KLEW La Grande
KCAL Lebanon
KCMC McMinnville
KDOY Medford
KSRV Ontario
KODL The Dalles
KTIL Tillamook

PENNSYLVANIA

WNCC Barnesboro
WNEB Bedford
WLOA Bradfocok
WISR Butler
WCDL Carbondale
WHYL Carlisle
WESA Charleroi
WPTV Connettsville
WBLF Bedford
WBUX Doylestown
WEMR Emporium
WGSJ Enhrata
WLEU Erie
WFAI Farrell
WHUN Huntington
WOAD Indiana

WADP Kane
WAKU Latrobe
WPKZ Oil City
WPAZ Pottstown
WBAM Pottsville
WKMCR Roaring Springs
WKBI St. Marys
WTSJ Soyo
WMAJ Slate College
WAYZ Waynesboro
WLYC Williamsport
WNOV York

PUERTO RICO

WHOA San Juan

RHODE ISLAND

WADK Newport
WERI Westerly

SOUTH CAROLINA

WAKN Aiken
WANS Anderson
WBAB Barnwell
WBEU Beaufort
WAGS Bishopville
WEAB Camden
WHAN Charleston
WGCD Chester
WOIC Columbia
WELP Easley
WLOS Florence
WFGN Gaffney
WGSW Greenwood
WHAU Greer
WHSC Hartsville
WLCM Lancaster
WLBG Laurens
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WDXC Orangeburg
WRIH Rock Hill
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KBRK Brookings
KDSJ Deadwood
KJVV Huron
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WLAR Athens
WFHG Bristol
WFMS Chattanooga
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WKEB Covington
WABL Crossville
WDKN Dixon
WOSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKXV Knoxville
WLAJ LaFollette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJMJ Lewisburg
WDXL Lexington
WGAP Maryville
WMTT McMinnville
WLAJ LaFollette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJMJ Lewisburg
WDXL Lexington
WGAP Maryville
WMTT McMinnville
WLAJ LaFollette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJMJ Lewisburg
WDXL Lexington
WGAP Maryville
WMTT McMinnville

TEXAS

KVLF Alpine
KZIP Amarillo
KBUD Athens
KRUB Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHJ Brenham
KTFY Brownfield
KCBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KSKY Dallas
KDLK Del Rio
KDNT Denton
KDDD Dumas
KERC Eastland
KBLP Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freeport
KGAJ Gainesville
KLFU Galveston
KCTI Gonzales
KGVV Greenville
KCLW Hamilton
KPAH Hereford
KHBH Hillsboro
KLSB Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KCOA Kigore
KPET Lamesa
KVOZ Laredo
KVOW Littlefield
KFRQ Longview
KRBA Lufkin
KMHT Marshall
KCMR McComery
KJBC Midland
KORC Mineral Wells
KVKM Mohanahs
KIMP Mt. Pleasant
KOSF Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNFT Palestine
KPAT Pampa
KFTY Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KMAC San Antonio
KONY San Marcos
KSEY Seymour
KEVA Shamrock
KSTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KCOX Sweetwater
KTAE Taylor
KTEB Taylor
KTFB Texarkana
KTLW Texas City
KTBB Tyler
KVOU Uvalde
KVCW Vernon
KVLE Vernal

UTAH

KEUH Brigham City
KVNU Logan
KOPP Ogden
KOAL Price
KEYY Provo
KVLE Vernal

VERMONT

WSYB Rutland

VIRGINIA

WKLV Blackstone
WINA Charlottesville
WKCY Covington
WCVL Culpeper
WEVA Emporia
WFAJ Falls Church
WFAA Fredericksburg
WFRF Front Royal
WB0B Galax
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WVMA Martinsville
WACH Newport News
WVNA Norton
WSSV Petersburg
WLOW Portsmouth
WNOV Putaski
WRIC Richlands
WRIS Roanoke
WHLF South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WING Winchester
WYWE Wytensville

WASHINGTON

KXRO Aberdeen
KUGG Bellingham
KOPW Bellingham
KCLX Colfax
KCVL Colville
KFDR Grand Coulee
KNBX Kirkland
KWLK Longview
KSEM Moses Lake
KGY Olympia
KOPW Port Angeles
KAYE Puyallup
KENE Toppenish
KHFS Vancouver
KTEL Walla Walla

WEST VIRGINIA

WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WPLH Huntington
WKYR Keyser
WVOW Logan
WEPN Martinsburg
WHJC Matamoras
WAJR Morgantown
WMOD Mountsville
WETZ New Martinsville
WLOH Princeton
WHAW Weston

WISCONSIN

WHBY Appleton
WBEL Ashland
WBEL Beloit
WDUZ Green Bay
WTKM Hartford
WLCX LaCrosse
WLDY Ladysmith
WDLB Marshfield
WIGM Mefford
WJNE Menomonie
WFOX Milwaukee
WOSH Oshkosh
WPPF Park Falls
WPLY Plymouth
WIBU Poyonette
WRAC Racine
WRDB Reedsburg
WRCO Richland Center
WTCN Shawano
AKLI Sparta
WSPT Stevens Point
KOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAXU Waukegan
WOSA Wausau

WYOMING

KVWO Cheyenne
KLUK Evanston
KOVE Lander
KOWB Laramie
KP0W Powell
KRAL Rawlins
KVRB Rock Springs
KWYO Sheridan

KEYSTONE BROADCASTING SYSTEM, INC.

NO



THE KEYSTONE BROADCASTING SYSTEM, INC. IS A DIVISION OF KEYSTONE BROADCASTING SYSTEM, INC.

A SPECIAL MESSAGE
NATIONAL
AND REGIONAL
ADVERTISERS AND
THEIR AGENCIES...

Here's Radio Mer

Look for the station with ...

"RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE
STATION THAT OFFERS
RADIO'S BIG LITTLE MAN...

You get ... the
**OUTSTANDING
STATION**
in the community!

You get ... the alert station
that gives advertisers

**ALL-OUT
MERCHANDISING
SUPPORT!**

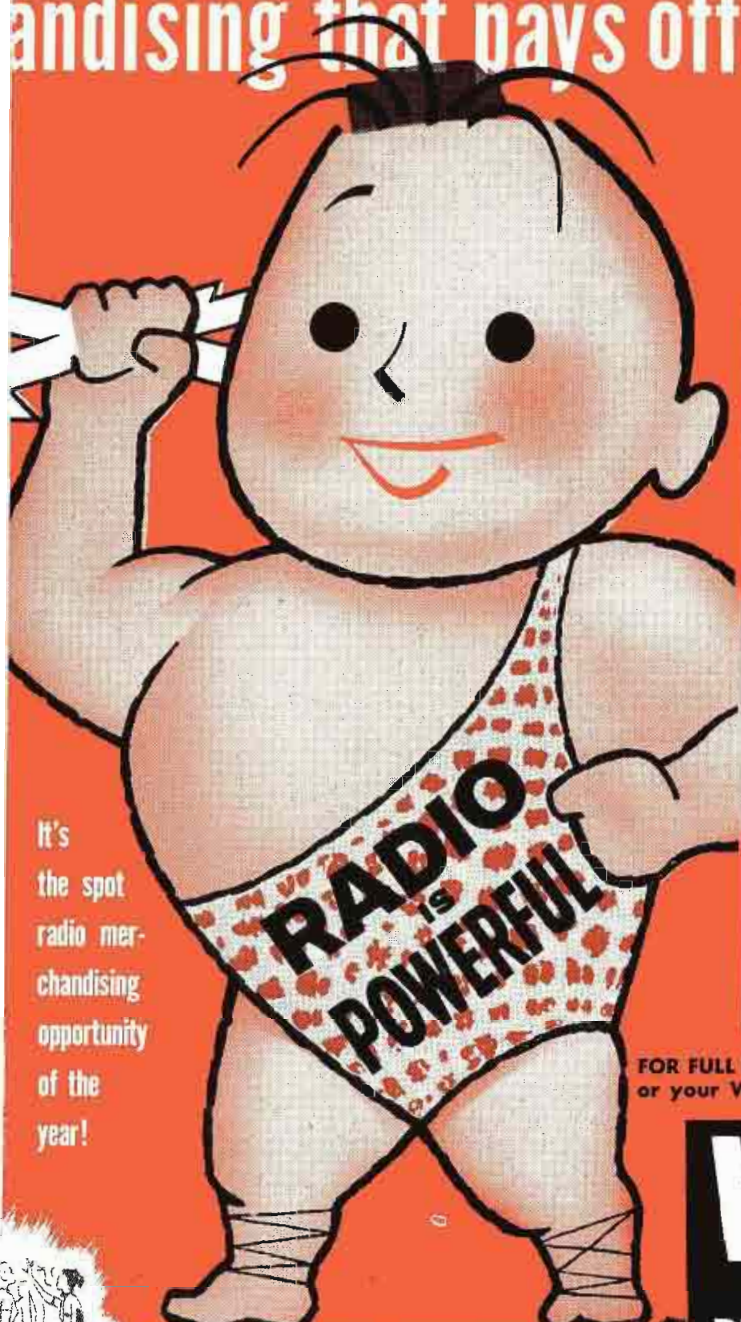
You get ... the aggressive
station that gets

**ACTION FOR
ITS ADVERTISERS**



**ASK YOUR WORLD AFFILIATED STATION
THIS AND OTHER IMPORTANT AN**

andising that pays off for you!



It's the spot radio merchandising opportunity of the year!

RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising the added audience lure of "DREAM VACATION" prizes.

Cook's Tour Vacation Trip to
1. PARIS
for two by air
all expenses paid for 10 days

Cook's Tour Vacation Trip to
2. VIRGIN ISLANDS
for two by air
all expenses paid for 7 days

Cook's Tour Vacation Trip to
3. BERMUDA
for two by air
all expenses paid for 7 days

PLUS A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with **WORLD** or your **WORLD AFFILIATE STATION**.

WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

CANADIAN REPRESENTATIVES: ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

FOR PROFIT-PRODUCING DETAILS OF EXCLUSIVE WORLD "SELLING FEATURES"!

World ideas pay off big for advertisers!

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, 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 Director
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
Anita Larie.....	Auditor
John C. McFadden.....	Traffic Manager

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

75 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 KBS makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 875 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 25,058,420 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, KBS 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.

Spot Can Make Or Break National Business



By
ADAM YOUNG

President
Station Representatives
Association

VERY often the question comes up as to what the Station Representatives Association is doing for the industry. Before explaining this, it is important to understand the basic fundamental upon which this Association operates. We believe that a healthy broadcasting industry should be our aim. With this in mind, we can consider only one thing—what is in the interest of the television and radio stations? Because we are their sales representatives, it is natural that we should be particularly interested in their economic health. The SRA, therefore, feels that basically the good of their own industry is tied so closely to what is good for broadcasters, that, for all practical purposes, their aims should be identical.



Everything in the broadcasting field depends primarily upon the good economic health of all broadcasters. The amount of public service they can perform and the amount of talent they can develop depend upon economic well being. We realize our responsibility in seeing to it that, so far as we are able, the broadcasting business develops financially.

It is a fact that most major radio and television stations depend upon national spot business, for which we are responsible, to such a point that what we do can virtually make or break the broadcasting business. We realize this responsibility and accept it.



Along with this responsibility goes the need to do two things:

1. Pave the way for the development of a maximum amount of National Spot business.
2. Wage war on anything contrary to the best interests of our clients—the broadcasting stations.

During the past year, the SRA has done a great many things—some of these activities have appeared in the trade press but most of them have not. The station representatives have individually developed a number

of fine presentations to sell both radio and television. Through the offices of the S.R.A. the various representatives went over their individual presentations with competitors, and, it should be noted, that ours is a very competitive business. This exchange of information is beneficial to all representatives because obviously there is no monopoly on ideas. The representatives, therefore, not only effectively sold the medium on an industry-wide basis, but actually shared their ideas and plans with other strong competitors.

As salesmen we realize that the best way to assure yourself of a sale is to make it as easy as possible for the advertiser to buy. This has meant more and more research to show agencies and advertisers that Spot Television and Radio is the best buy and at the same time simplify as many steps along the way to make our medium one that can be handled as inexpensively as possible. We know that even though what we are selling represents the best advertising buy that it is still expensive for advertising agencies to handle. Step by step we are whittling away at this problem. We are trying to eliminate all of the costly bottle-necks.



A good example of this is the standard availability form which was introduced last year. Each one of our members and even some representatives who are not members are, as new forms are printed, accepting the new form. This has been approved by the AAAA. In the industry we know the difficulties that were encountered when an advertiser suddenly put on a large coast-to-coast spot campaign. An agency suddenly needs a great many new timebuyers which usually results in the addition of novices. Standard forms overcome many of the difficulties in training these new people. More and more we are standardizing procedures. This makes spot easier to use and results in what we are trying to accomplish—more income for the stations we represent.



We have many problems that will never be solved, but they can be kept under control by constant surveillance. One such problem is the matter of local versus national rates. In the stations' own interest we have been attempting to establish definite policies on what should be considered local and what should be considered as national business. The definitions can be easily set forth but the interpretation is another matter altogether. By keeping a close watch in this matter, we have saved the industry hundreds of thousands of dollars.

Famous on the local scene . . .

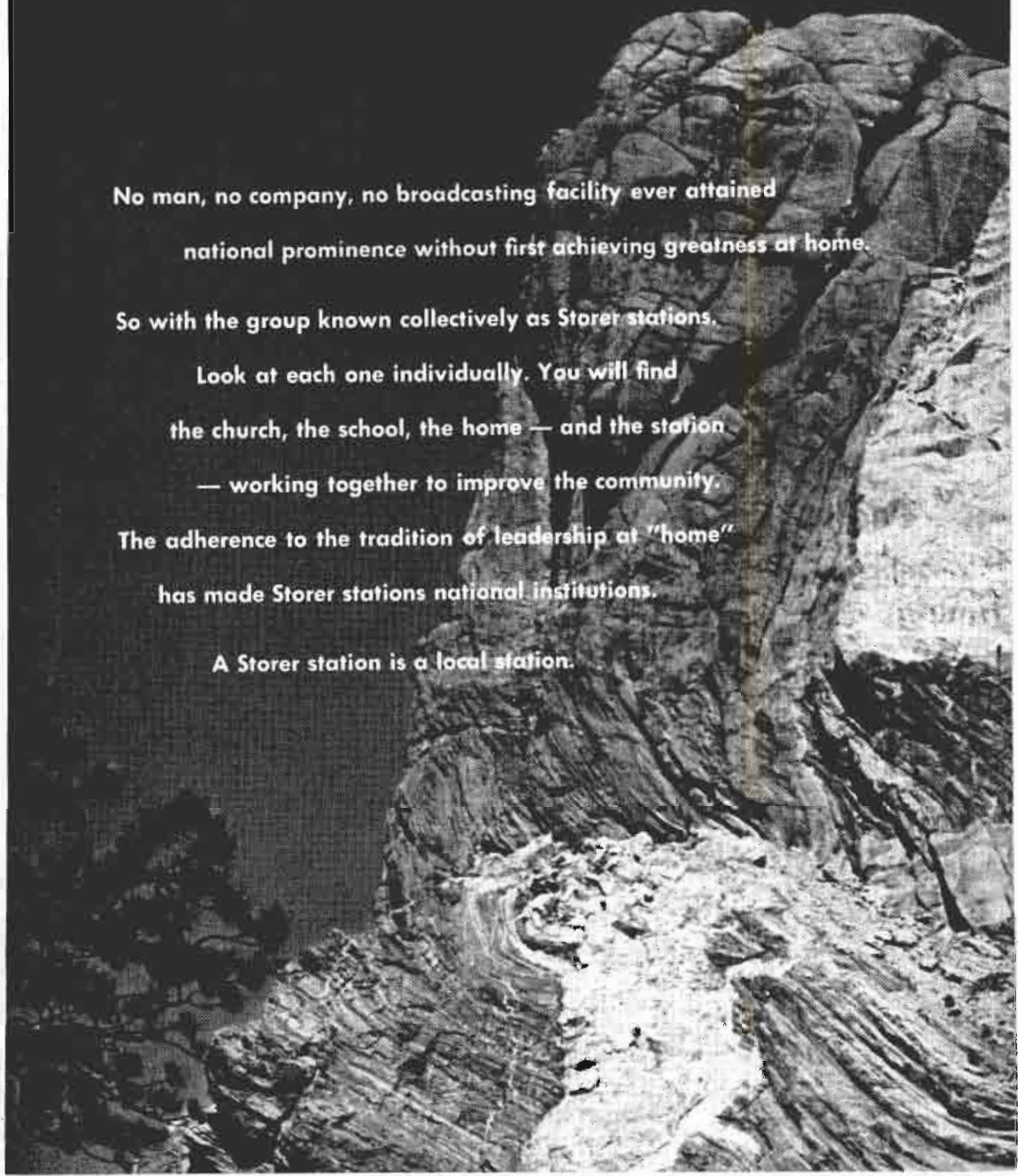
No man, no company, no broadcasting facility ever attained national prominence without first achieving greatness at home.

So with the group known collectively as Storer stations,

Look at each one individually. You will find the church, the school, the home — and the station — working together to improve the community.

The adherence to the tradition of leadership at "home" has made Storer stations national institutions.

A Storer station is a local station.



yet known throughout the nation.

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

WWSB • WWSB-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MURRAY Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, Franklin 2-6498

111 Sutter St., San Francisco 4, Calif., SUTTER 1-8689



WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job" we mean it!

780 Madison Ave
 New York 17, N. Y.
 OXford 7-3170

35 E. Wacker Drive
 Chicago 1, Illinois
 RANDolph 6-6431

8233 Hollywood Boulevard
 Hollywood 28, Calif.
 HOLlywood 2-6433

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5701

415 Rio Grande & Ju
 Dallas Texas
 RANDolph 5149

101 Marietta Street Building
 Atlanta, Georgia
 CYPRESS 7797

120 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JUNior 1601

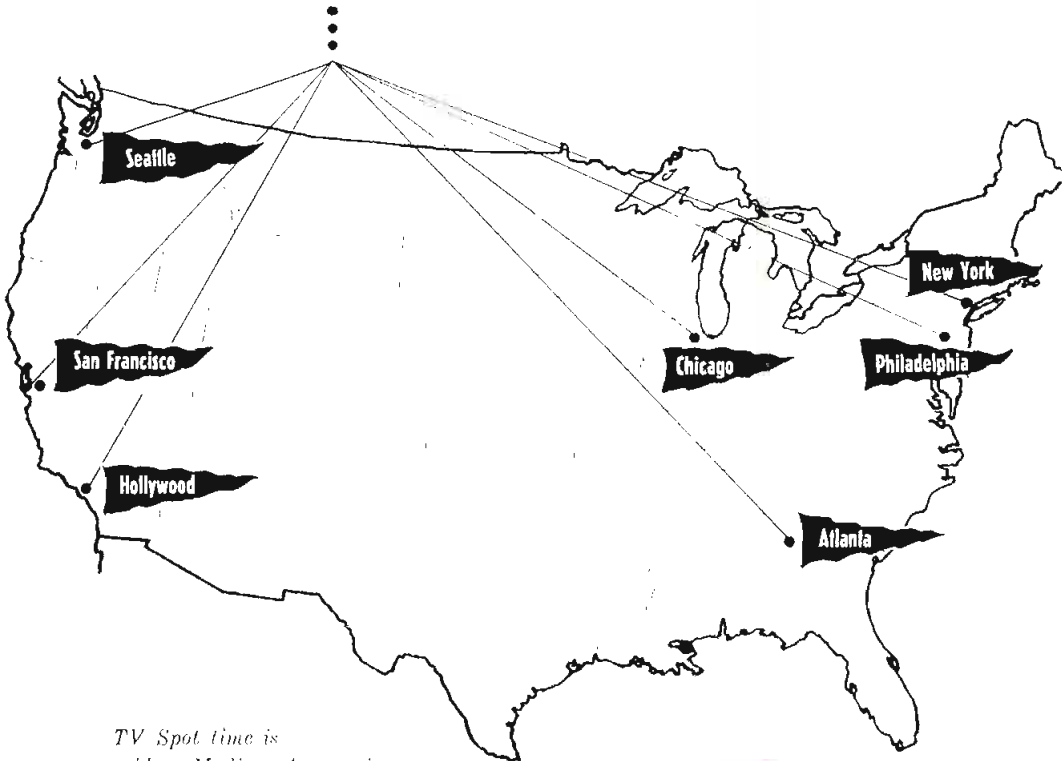
Station Representatives

**FOR REPRESENTATIVE
AFFILIATIONS
OF INDIVIDUAL
RADIO AND TELEVISION
STATIONS TURN TO
RADIO AND TELEVISION
STATION LISTINGS**

Headley-Reed TV

provides

on the spot...service for TV Spot



TV Spot time is sold on Madison Avenue in New York but it is also sold through Headley-Reed offices in Chicago, Philadelphia, Atlanta, San Francisco and Hollywood.

Headley-Reed TV provides a nationwide cross-the-country sales organization designed to serve and sell advertisers and their agencies on the spot.

All offices are company owned and operated.

Headley-Reed TV

New York Philadelphia Chicago Atlanta San Francisco Seattle Hollywood

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 & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691

President.....H. R. Carson
General Manager.....H. S. MacKay
Vice President.....G. F. Herbert

Radio Department

Mgr., Station Time Div.....John Tregale
Mgr., Program Division...C. Dana S. Murray

TV Department

ManagerReo Thompson
Mgr., Station Time Div.....Ross McCreath
Sales, TV Film.....Bruce Masters

Branch Offices

922 Dominion Square Bldg., Montreal, Que.
Phone: UNiversity 6-9868

ManagerBurt Hall
706 Electric Railway, Chamber Bldg.
Winnipeg, Manitoba
Phone: 926-861

Manager.....M. V. Chestnut
Taylor, Pearson & Carson Bldg.
Calgary, Alberta
Phone: 2-7691

Manager.....J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.
Phone: Tatlow 7641

ManagerJ. E. Baldwin

AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555

President.....Ralph L. Atlas
ExecutiveJerry Glynn

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.....David H. Sandeberg
TreasurerPhilip Schoeder Jr.
DirectorCharles C. Coleman Jr.

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

Secretary.....David H. Sandeberg
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEBster 3-9583

Executives....M. B. Grabhorn, W. E. Moore
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 5239

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

Executive-in-charge.....Hooper Jones
101 Park Ave., New York 17, N. Y.
Phone: LEXington 2-3783

Geo. T. Hopewell

111 N. LaCienega Blvd., Beverly Hills, Cal.
Phone: Bradshaw 2-7122

681 Market St., San Francisco, Calif.
Phone: EXbrook 7-0544

Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RICHmond 8-6184

ManagerGuy Biddick
Office Mgr.....Josephine Corbet
Traveling Reps...Burt Zoul, Sid Southerland

JOHN BLAIR & COMPANY

150 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 2-6900

President.....John P. Blair
Asst. to Pres.....Wells Barnett
Exec. V-P.....Robert E. Eastman
Vice-President.....Ward Dorrell
Secretary-TreasurerBlake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659

Manager.....Paul Ray
3010 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.
3460 Wilshire Blvd., Los Angeles 28, Calif.
Phone: DUNkirk 7-1333

Vice-President.....Carleton E. Coveny
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688

ManagerTom Harrison
617 Book Bldg., Detroit 26, Mich.



"WE'RE NOT ORDER TAKERS
..WE'RE ORDER GETTERS"

PERSONALIZED SELLING
FOR A LIMITED LIST OF
STATIONS IS PAYING
OFF BIG, AT...

BURKE-STUART COMPANY, Inc.
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

Phone: Woodward 1-6030
 Mgr. Charles Fritz
 467 Rio Grande Nat'l Bldg., Dallas, Texas
 Phone: Riverside 4228
 Manager Steve Beard
 Statler Office Bldg., Boston, Mass.
 Phone: Hubbard 2-3163
 Mgr. Bruce G. Pattyson
 101 Marietta St., Atlanta, Ga.
 Phone: 6482
 Vice-President. Charles Dilcher
 3337 White-Henry-Stuart, Seattle, Wash.
 Phone: Elliott 6270
 Manager John Burr

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.
 Phone: MURray Hill 2-5644
 Chairman. John P. Blair
 President. William H. Weldon
 Vice-Presidents. Lindsey H. Spight,
 John Denninger, John W. Davis
 Secretary-Treasurer Blake Blair
Branch Offices
 520 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUPERior 7-5580
 Vice-President John W. Davis
 3010 Russ Bldg., San Francisco 4, Calif.
 Phone: YUKon 2-7068
 Vice-President Lindsey Spight
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DU 1-3811
 Mgr. Frank Moreland
 1037 Paul Brown Bldg., St. Louis 1, Mo.
 Phone: CHEstnut 1-5688
 Mgr. Richard Quigley
 617 Book Bldg., Detroit 26, Mich.
 Phone: WOODward 1-6030
 Manager Gabe Dype
 467 Rio Grande Nat'l Bldg., Dallas, Texas
 Phone: Riverside 4228
 Manager Steve Beard
 1402 Barnett Bank, Jacksonville, Fla.
 Phone: ELgin 6-5570
 Manager Harry E. Cummings
 Statler Office Bldg., Boston, Mass.
 Phone: HU 2-3163
 Manager Bruce Pattyson
 White-Henry-Stuart Bldg., Seattle, Wash.
 Phone: ELLiot 6270
 Manager John Burr

HASKELL BLOOMBERG

208 Fairmont St., Lowell, Mass.
 Phone: GLENview 5-5823
 General Manager. Haskell Bloomberg

GUY BOLAM

American Sales and Servicing Agency
 370 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 5-1300
 President Guy Bolam
Branch Offices
 3 Place de Valois, Paris 1er 3, France
 Phone: Cen. 42-81
 General Mgr. P. G. Duprat
 38 Hertford St., London W 1, England
 Phone: Legation 5961

General Manager. G. Clement Cave
 66 Rue de la Linnite, Brussels, Belgium
 Phone: 18.12.20
 Director. Claude Marin

THE BOLLING COMPANY, INC.

247 Park Ave., New York 17, N. Y.
 Phone: PLaza 9-8150
 President. George W. Bolling
 Vice Pres. (Radio) Robert H. Bolling
 Secretary, Sports, Sales Development
 E. A. Pancoast, Jr.
 Vice-President (TV) G. Richard Swift
 Research. John MacDonald
Branch Offices
 435 N. Michigan Ave., Chicago 11, Ill.
 Phone: WH 3-2040
 Mgr., V. P. John D. Stebbins
 204 S. Beverly Dr., Beverly Hills, Calif.
 Phone: BR 2-0544
 Manager. George W. Bolling, III.
 5 Third St., San Francisco, Calif.
 Phone: GA 1-6740
 Mgr. John T. Coy
 80 Bolston St., Boston 16, Mass.
 Phone: HU 2-0346
 Manager. Richard A. Keating

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston 16, Mass.
 Phone: COMmonwealth 6-0718
 Pres.-Treas. Louis J. Borgatti

THE BRANHAM COMPANY

99 Park Ave., New York 16, N. Y.
 Phone: MURray Hill 2-4606
 President Eugene 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 Havery 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.
 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

1540 N. Highland Ave., Los Angeles 28
Calif.

Phone: HO 5-1755

Owner.....Carl Schuele
Branch Offices

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

Phone: OXFord 7-1696

Manager.....Robert P. Swanson
39 S. LaSalle St., Chicago 3, Ill.

Phone: State 2-1405

Manager.....Glyde Murphy
149 California St., San Francisco 11, Calif.

Phone: SUTter 1-8656

Manager.....T. B. Hall

CLARK R. BROWN CO.

416 Rio Grande National Bldg., Dallas 2,
Texas

President.....Clarke R. Brown
Vice-president.....Robert E. Stuart

Vice-pres., Treas.....Andrew E. Peranni
101 Marietta St., Atlanta, Ga.

Phone: Cypress 7797

Vice-president.....Bill McRae
520 Lovett Blvd., Houston, Texas

Phone: Jackson 8-1601

Manager.....Jack Lee
1209 Burgundy St., New Orleans, La.

Phone: Canal 3917

Manager.....Clarke Brown

BULMER & JOHNSON, INC.

330 Roanoke Bldg., Minneapolis 2, Minn.

Phone: FEderal 8-7017

President.....Vivian H. Bulmer

Vice Pres.Ella May Johnson

BURKE-STUART CO. INC.

270 Park Ave., New York, N. Y.

Phone: PLaza 3-0542

General Manager.....Jack Masula

75 E. Wacker Drive, Chicago, Ill.

Phone: DEarborn 2-0826

Vice-Pres., Gen. Mgr.....Edward W. Paro
111 N. Cienega Blvd., Los Angeles, Calif.

233 Sansome St., San Francisco, Calif.

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.

Phone: NEU 2-31245

Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices

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

Phone: CEntal 6-4437

Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pl., Los Angeles, Calif.

Phone: DUnkirk 2-3200

Mgr.Harlan G. Oakes
110 Sutter St., San Francisco 4, Calif.

Phone: SUTter 1-7971

ManagerNorman Cunningham

**CANADIAN STATION
REPRESENTATIVES, LTD.**

477 Madison Ave., N. Y. 22, N. Y.

Phone: PLaza 9-1810

President.....Adam J. Young, Jr.

Manager.....T. F. Malone

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.

Phone: 3-2377

General Manager.....Ben Ludy
Branch Offices

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

Phone: LE 2-1250

Executive-in-charge.....William L. McKee,
333 No. Michigan Ave., Chicago 1, Ill.

Phone: CEntal 6-5977

Executives ..Barney Clark, Terry Hughes
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

Exec-in-charge.....Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 2-5220

Executive-in-chargeFred Jameson
1151 South Broadway, Los Angeles 15, Calif.
(Walter Biddick Company)

Executive-in-chargeGuy Biddick

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.

Phone: Circle 7-8224

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 1-2345

Vice Pres.-in-charge.....Wendell B. Campbell

General Manager.....Henry R. Flynn

Asst't Gen. Manager.....Milton F. Allison

Dir. of Sales Dev.....Ole Morby

Director of Research.....Richard Hess

Director of Promotion.....Fred Heywood

Branch Offices

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

Phone: Whitehall 4-6000

Manager.....Gordon Hayes
902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....Ralph Patte, Jr.
Palace Hotel, San Francisco 5, Calif.

Phone: Yukon 2-7000

Manager.....Byron Nelson
6121 Sunset Blvd., Hollywood 28, Calif.

Phone: Hollywood 9-1212

Manager.....Jack Woolley
800 Peachtree St., N. E., Atlanta 5, Ga.

Phone: Elgin 0727

Manager.....George Swearingen

CBS TELEVISION SPOT SALES

Service of CBS Television

460 Park Ave.

Phone: PLaza 1-2345

Vice-Pres. in Charge.....Merle S. Jones

Gen. Sales Mgr.....Clark B. George

Business Manager.....Ben Margolis

Research Manager.....Robert F. Davis

Eastern Sales Mgr.....John A. Schneider
Branch Offices
 410 N. Michigan Ave., Chicago 11, Ill.
 Phone: Whitehall 4-6000
 Midwestern Sales Mgr.....Tom W. Judge
 800 Peachtree St., Atlanta, Ga.
 Phone: Elgin 0727
 Manager.....H. H. Holtshouser
 902 Fisher Bldg., Detroit 2, Mich.
 Phone: Trinity 2-5500
 Manager.....Richard R. Loftus
 Palace Hotel, San Francisco, Calif.
 Phone: YUkon 2-7000
 Manager.....John H. White
 1313 N. Vine St., Los Angeles 28, Calif.
 Phone: Webster 8-3011
 Manager.....Edward A. Larkin

HENRY I. CRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 8-4414
 PresidentHenry I. Cristal
Branch Office
 333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CE 6-6357
 ManagerJames L. Thompson
 1569 Russ Bnilding, San Francisco 4, Calif.
 Phone: YU 2-1204
 ManagerRichard 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: PLaza 5-0376
 Manager.....Thomas F. Clark
 Asst. Mgr.....Madeline E. Miklos
Branch Office
 35 E. Waeker Drive, Chicago, Ill.
 Phone: State 2-1663
 ManagerPaul Elsberry
 Penobscot Bldg., Detroit, Mich.
 Phone: Woodward 1-6036
 ManagerPaul Pequinot
 992 William-Oliver Bldg., Atlanta, Ga.
 Phone: Lamar 7088
 ManagerHarry Cannon

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

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. Ayres

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
 Jacksonville 2, Fla.
 Phone: ELgin 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
 111 N. La Cienega Blvd., Los Angeles 57,
 Calif.
 Phone: CRestview 5-2022
 Manager.....Lee F. O'Connell
 233 Sansome St., San Francisco 3, Calif.
 Phone: YUkon 6-2981
 Manager.....William A. Ayres

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
 Phone: PLaza 9-3747
 President.....Max M. Everett
 Secretary.....M. Jane Callahan
 Vice Pres.....Powell H. Ensign
Branch Offices
 400 N. Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-9052
 Executive-in-Charge.....Robert F. Meskill
 111 No. LaCienega Blvd., Beverly Hills, Cal.
 Phone: OLYmpia 2-1313
 Exec-in-Charge.....Lee F. O'Connell
 233 Sansome St., San Francisco 4, Cal.
 Phone: YUkon 6-2396
 Exec-in-Charge.....William A. Ayres

FORJOE & COMPANY, INC.

580 Fifth Avenue, New York 36, N. Y.
 Phone: JUdson 6-3100
 PresidentJoseph Bloom
 Vice-PresidentZang Golobe
 Gen. Mgr.Joseph Ruggiero
 Acct. Executives.....Jim Theiss,
 Howard Rothenberg, Don Huben
 Research Director.....Billie Judels
 TV Co-ordinator.....Henry Green
Branch Offices
 435 N. Michigan Ave., Chicago 11, Ill.
 Phone: Delaware 7-1874

Manager.....Tom Cinquina
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329

Manager.....Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter J-7569

Manager.....Zona Samson
502 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841

Co-Manager.....Fred Bernstein
9718 Tralee Drive, Dallas 18, Texas
Phone: DAVIS 7-4541

Manager.....Hal Falter
310 W. Glenn Echo Rd., Phila. 19, Pa.
Phone: Chestnut Hill 7-4510

Gen. Manager.....Morton Lowenstein

**PETERS, GRIFFIN, WOODWARD,
INC.**

250 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2700

President.....J.I. Preston Peters
Exec. V.P.....Russel Woodward
Vice-Pres.-TV.....Lloyd Griffin
Ass't. V. P.....Lou A. King

Radio Department

Asst. Eastern Sls. Mgr., John A. Thompson
New Advertisers.....William A. Morrison
Promotion Manager.....Frank Woodruff

TV Department

Eastern Sales Manager.....John W. Brooke
Sales Service.....John F. Hurlbut
New Advertisers.....George Castleman

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-6373

Vice-Pres.....John A. Cory
Midwest Sales Mgr.....Arthur W. Bagge
Midwest Sales Mgr.....Wm. J. Tynan
Glenn Bldg., Atlanta 3, Ga.
Phone: Main 5667

Manager.....W. J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255

Vice Pres.....W. W. Bryan
Manager.....Louis J. Hummel, Jr.
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349

Manager.....W. Hal Thomson
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: 9-2151

Vice President.....Hal W. Hoag
TV.....John A. Serrao
Russ Bldg., San Francisco, Calif.
Phone: Sutter I-3798

Radio Manager.....Frank A. Tassin
Television Mgr.....William A. Exline

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740

President.....Helen Gill
Exec. Vice-Pres.....John J. Perna, Jr.
Branch Offices

75 E. Wacker Drive, Chicago, Ill.
Phone: FRanklin 2-8665

Midwest Mgr.....Walter Beadell
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUNKirk 7-4388

Manager.....R. W. Walker
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568

Manager.....Rogers Parratt
W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685, 2-7247

General Manager.....W. S. Grant

**MELCHOR GUZMAN COMPANY,
INC.**

45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-0624

President.....Melchor Guzman

H-R REPRESENTATIVES, INC.

380 Madison Ave., New York 17, N. Y.
Phone: Oxford 7-3120

Pres. & Treas.....Frank M. Headley
Exec. Vice-Pres.....Dwight S. Reed
Vice-Pres. & Sec.....Frank E. Pellegrin
Vice-Pres.....Carlin S. French
Vice-Pres.....Paul R. Weeks
Vice-Pres.....Harold Lindley

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431

Exec. Vice-President.....Dwight S. Reed
155 Montgomery St., San Francisco 4, Calif.
Phone: YUkon 2-5701

General Manager.....James Alspaugh
Equitable Bldg., Hollywood 28, Calif.
Phone: HOLlywood 2-6453

V.P.-Gen. Mgr.....Harold Lindley
520 Lovett Blvd., Houston, Texas.
Phone: Justin 1601
Jack Lee

101 Marietta St. Bldg., Atlanta, Ga.
Phone: Xpress 7797

Manager.....Bill McGrac
116 Rio Grande Bldg., Dallas 2, Texas
Phone: Randolph 5149

Gen. Manager.....Clarke Brown

**HARRINGTON, RIGHTER &
PARSONS, INC.**

589 Fifth Ave., New York 17, N. Y.
Phone: MU 8-7050

TV Department

President.....John E. Harrington, Jr.
Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Act. Executive.....John F. Dickinson,
Burton Adams, Maurice Raabbaum, Jr.,
Frank R. Grindley, Edward J. Clark
Promotion Mgr.....Helen J. Harney

Branch Office

Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074

Executive-in-charge.....Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty
1430 W. Peachtree Street, Atlanta, Ga.
Executive in Charge.....Frank P. Rice

HEADLEY-REED COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8701

President.....Sterling Beeson

Chrm. of Board.....F. W. Miller, Sr.
 Exec. Vice-Pres.....John H. Wrath
 Secy.-Treas.....Frank W. Miller, Jr.
 V.P., Sales Mgr., TV....Jack Hardingham
 V.P., Sales Mgr., Radio.....Dick Hogue

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
 Executive V.P.-in-Charge....John H. Wrath
 Seattle, Wash. Manager.....Fred Kinkaid
 Palmer Bldg., Atlanta 3, Ga.
 Executives-in-charge.....Eli W. Sweatman,
 Cott Campbell
 110 Sutter St., San Francisco, Cal.
 Executives-in-charge.....Alan Torbet,
 Fred Adair
 Taft Bldg., Hollywood, Cal.

Executives-in-charge.....Clark N. Barnes,
 Arthur Astor
 Phila. National Bank Bldg., Philadelphia, Pa.
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HOAG-BLAIR CO.

405 Lexington Ave., New York, N. Y.
 Phone: MU 4-3722

PresidentRobert B. Hoag
 Vice-PresidentWells Barnett
 Sales Development.....Martin Katz
 ResearchWard Dorrell
 Eastern Sales Manager ..Richard L. Foote

Branch Office

737 No. Michigan Ave., Chicago 22, Ill.
 Phone: DE 7-2145

Mid-Western Mgr.....Donald Ward
 Russ Bldg., San Francisco 4, Calif.
 Phone: YU 2-7068

Exec. in Chg.....Lindsey Spight
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DU 1-3811

Exec. in Chg.....Frank Moreland
 Book Building, Detroit 26, Mich.
 Phone: WOODward 1-6030

Exec.-in-charge.....Gable Dype
 Barnett Bank Bldg., Jacksonville 2, Fla.
 Phone: Elgin 6-5770

Exec.-in-charge.....Harry E. Cummings
 Paul Brown Bldg., St. Louis 1, Missouri
 Phone: Chestnut 1-5687

Exec.-in-charge.....Richard Quigley
 Rio Grande Bldg., Dallas 2, Texas
 Phone: Riverside 4228

Exec.-in-charge.....Steve Beard
 Statler Office Bldg., Boston 16, Mass.
 Phone: Hubbard 2-3163

Exec.-in-charge.....Bruce Pattyson
 White-Henry-Stuart Bldg., Seattle, Wash.
 Phone: Elliott 6270

Exec.-in-charge.....John Burr

GEORGE P. HOLLINGBERRY CO.

307 N. Michigan Ave., Chicago 1, Ill.
 Phone: DEarborn 2-6060

Chairman of the Bd....G. P. Hollingbery
 Vice-chairman.....F. E. Spencer, Jr.
 President (TV)Harry Wise, Jr.
 President (Radio).....Fred Hague

Branch Offices

500 Fifth Ave., New York 36, N. Y.
 Phone: OXFord 5-5560

Executive-in-charge.....F. E. Spencer, Jr.
 411 W. 5th St., Los Angeles 13, Calif.
 Phone: Madison 6-1351

Executive-in-charge.....Roy Edwards
 625 Market St., San Francisco 4, Calif.
 Phone: DOuglas 2-2541

West Coast Mgr.....George E. Lindman
 223 Peachtree St., Atlanta 3, Ga.
 Phone: Lamar 5710

Executive-in-charge.....Richard N. Hunter
 307 N. Michigan Ave., Chicago 1, Ill.
 Phone: Dearborn 2-6060

Radio Sls. Mgr.....Frank McCarthy
 TV Sls. Mgr.....Arthur Curtis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
 Phone: FRanklin 2-0016

OwnerHal Holman
Branch Offices

535 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-5365

Executive-in-charge.....Ed Devney
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: Hywd. 2-2351

ManagerTracy Moore
 201 Monadnock Bldg., San Francisco 5, Cal.
 Phone: EXbrook 2-6444

Manager.....Charles E. Haddix

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-4813

PresidentJack Koste
Branch Offices

228 N. LaSalle St., Chicago 1, Ill.
 Phone: STate 5096

439 S. La Cienega Blvd., Los Angeles 48, Cal.
 Phone: BRadshaw 2-7122

681 Market St., San Francisco 5, Calif.
 Phone: EXbrook 7-6544

Park Ave. Bldg., Detroit 26, Mich.
 Phone: WOODward 2-7298
 P. O. Box 6102, Atlanta, Ga.
 Phone: EXchange 1490

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PresidentAngel Ramos
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545 Fifth Ave., New York, N. Y.
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477 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-4460

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 PresidentEugene Katz
 Dir. Research, Prom....D. H. Denenholz
 TreasurerMorris J. Beck



Sales Manager, Radio.....Morris S. Kellner
 Director of TV.....Edward Codel
 Sales Mgr. (TV).....Scot Donahue

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
 Phone: Central 6-7343

Vice-President.....G. H. Gunst
 Penobscot Bldg., Detroit 26, Mich.
 Phone: Woodward 3-8420

Manager.....Arthur J. Underwood
 Bryant Bldg., Kansas City 6, Mo.
 Phone: Victor 2-7095

Manager.....T. J. Flanagan, Jr.
 55 Marietta St., Atlanta 3, Ga.
 Phone: Alpine 1637

Manager.....Keith Byerly
 2006 Bryan St., Dallas 1, Texas
 Phone: Riverside 4036

Manager.....D. Rutledge
 Russ Bldg., San Francisco 4, Calif.
 Phone: Sutter 1-7434

Manager.....Stanley J. Ruelman
 530 W. Sixth St., Los Angeles 14, Calif.
 Phone: Tucker 8167

Manager.....Richard Hasbrook

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.
 Phone: WAtkins 4-6599

President.....Bob Keller
 Secretary-Treasurer.....E. B. Wright

THE KENNEDY CO.

1805 Packard Bldg., Philadelphia 2, Pa.
 Phone: RIttenhouse 6-8546

KETTELL-CARTER

118 Newbury St., Boston 16, Mass.
 Phone: KENmore 6-1966

Partner.....Elmer Kettell
 Partner.....Marjorie Carter

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-8276

President.....A. Lewis King
 Time Buyer.....Miriam Henkle

NONA KIRBY CO.

507 Statler Office Bldg., Boston, Mass.
 Phone: HUBbard 2-6117

President.....Nona Kirby
 Vice President.....Kay Chille
 Office Manager.....Irene Kelleher

JOSEPH HERSHEY MCGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 2-8755

President.....Joseph H. McGillvra

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: State 2-5282

Manager.....Seymour H. Thomas
 638 S. Van Ness Ave., Los Angeles 5, Calif.
 Phone: DUNkirk 4-7352

Manager.....Fred E. Crawford, Jr.
 605 Market St., San Francisco, Calif.
 Phone: YUKon 2-3954

Manager.....A. S. Babcock

267 E. Pace's Ferry Rd., NE Atlanta, Ga.
 Phone: EXchange 1490

Manager.....Edward T. Newton

MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-2170

President.....Robert D. C. Meeker
 Eastern Manager.....Louis J. F. Moore
 Promotion Dir.....Vic Piano

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CE 6-1742

Midwest Manager.....Carl F. J. Jewett
 8 West King St., Lancaster, Pa.
 Phone: Lan. 5251

Manager.....Dick Sheetz
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HO 2-2351

Manager.....Tracy Moore
 339 Russ Building, San Francisco 4, Calif.
 Phone: YUKon 6-4940

West Coast Manager.....Don Pontius

Television

President.....Robert D. C. Meeker
 Eastern Mgr.....Edgar B. Filion
 Promotion Director.....Vic Piano

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CEntal 6-1742

Midwest Mgr.....Carl F. J. Jewett
 8 West King St., Lancaster, Pa.
 Phone: Lancaster 5251

Manager.....Dick Sheetz
 339 Russ Bldg., San Francisco 4, Calif.
 Phone: YUKon 6-4940

West Coast Mgr.....Don Pontius
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HOLlywood 2-2351

Manager.....Tracy Moore

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.
 Phone: Sterling 5239

Pres.....Clyde Melville

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: CIRCLE 7-8300

V.-P. Director.....Thomas B. McFadden
 Director, (TV).....John Reber
 Director, (Radio).....H. W. Shepard
 Nat. Mgr., (Radio).....George Dietrich
 Mgr. Represented Stas.....Richard Close
 Radio Promotion Spvr.....Harriet Feinberg
 Mgr. New Bus. Prom.....Mort Gaffin
 Sales Service Mgr.....Caroline Herbert
 Eastern Sales Mgr. (TV).....Edwin Jameson

Branch Offices

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 14, Ohio

Phone: CHerry 1-0942
 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
 Taylor & O'Farrell Sts., NBC Bldg.
 San Francisco 2, Calif.
Phone: Greystone 4-8700
 Sales Rep. (Radio) Martin Percival
 Sales Rep. (TV) George Fuerst
 Penobscot Bldg., Detroit, Mich.
Phone: WOODward 1-1610
 Radio Sales Rep. William Buschge
 TV Sales Representative John C. Treacy
 1527 Elizabeth Ave., Charlotte, N. C.
Phone: FRanklin 6-6581
 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

NATIONAL TIME SALES

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Radio and TV Department
 Sales Manager Arthur Gordon
 Asst. Sales Mgr. Robert J. Kizer
 Sales Promotion Dir. Al Alperton

HARLAN G. OAKES & ASSOCIATES

110 Sutter St., San Francisco, Calif.
Phone: SUTter 1-7971
 Manager Norman Cunningham
 672 S. Lafayette Park Pl., Los Angeles, Calif.
Phone: DUNkirk 2-3200
 370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
 Box 8194, San Antonio, Tex.
 Manager Joe Harry

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
 Manager Eugene Bernald
Branch Offices
 672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
 Executive-in-charge Harlan Oakes
 110 Sutter St., San Francisco, Calif.
Phone: DUNkirk 2-3200
 Executive-in-charge Harlan G. Oakes

JOHN E. PEARSON CO.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3366
 Owner John E. Pearson
 Account Executives Russel Walker,
 William M. Wilson, Ray Henze, Dave
 Cassidy

John E. Pearson Television, Inc.

President John E. Pearson
 Vice Presidents Russel Walker,

William M. Wilson, Frank Reed, James
 Bowden, C. P. Stitt

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.,
 Minneapolis, Minn.
Phone: LINcoln 5689
 Exec.in-chg. C. P. Stitt
 Fidelity Union Bldg., Dallas, Texas
Phone: PRospect 3723
 Executive-in-charge Tom Murphy
 508 Glenn Bldg., Atlanta, Ga.
Phone: ALPine 2912
 Exec.in-charge Robert Baird

JOHN H. PERRY ASSOCIATES

19 W. 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5047
 General Manager Wm. K. Dorman
 Salesman (Radio) John F. Beecher
 Salesman (TV) John H. Weir, Jr.

Branch Offices

122 S. Michigan Ave., Chicago 3, Ill.
Phone: HARRison 7-8085
 Manager F. W. Thurnau
 12 S. 12th St., Philadelphia 7, Pa.
Phone: WALnut 2-3555
 Manager Robert Hitchings
 7-268, General Motors Bldg., Detroit 2, Mich.
Phone: TRINity 5-1803
 Manager J. F. Cole
 708 Glenn Building, Atlanta 3, Georgia
Phone: MUrray 8-3988
 Manager J. D. Whitehead
 166 Geary Street, San Francisco 8, Calif.
Phone: YUKon 6-0621
 Manager Don R. Pickens
 672 South LaFayette Park Place
 Los Angeles 57, Calif.
 Manager Harlan G. Oakes

EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0200
Radio Department
 President Edward Petry
 Exec. Vice-Pres. Edward E. Voynow
 Vice-President Thomas E. Knode
 Eastern Sales Mgr. William B. Maillefert
 Sales Prom. Mgr. James C. Hirsch
 Asst. Sales Prom. Mgr. John F. Keiner
TV Department
 V.P., Eastern Sales Mgr. Thomas E. Knode
 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 Ashenurst
 Sales Mgr. (TV).....Louis A. Smith
 645 Griswold St., Detroit 26, Mich.
 Phone: Woodward 3-0125
 Sales Managers.....William Cartwright (AM)
 Franklin M. Walker (TV)
 101 Marietta St., Atlanta 3, Ga.
 Phone: Lamar 8-861
 Sales Mgrs.....Joseph Sierer (AM)
 Richard Hughes (TV)
 Russ Bldg., San Francisco 4, Cal.
 Phone: YUkon 2-3631
 Sales Managers.....Lloyd McGovern (AM)
 Edward L. Smith (TV)
 530 W. Sixth St., Los Angeles 14, Calif.
 Phone: Tucker 3171
 Sales Mgrs.....Charles C. Matson (AM)
 L. D. Larimer (TV)
 915 Olive St., St. Louis 3, Mo.
 Phone: Chestnut 1-7191
 Sales Mgrs.....George Kercher (AM)
 Hugh O. Kerwin (TV)

RADIO-TV REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.
 Phone: MU 8-1340
 President.....Harry Goodman
 Vice President.....Peggy Stone
 Branch Offices
 75 E. Wacker Dr., Chicago 1, Ill.
 Phone: FI 6-0964
 Vice-President.....Edward Niecky
 111 No. LaCienega Blvd., Los Angeles, Calif.
 Phone: OI 5-7597
 Manager.....Lee O'Connell
 233 Sansone St., San Francisco, Calif.
 Phone: YUkon 6-2982
 Executive-in-Charge.....Wm. Ayres

RADIO REPRESENTATIVES LIMITED

25 Adelaide St. West, Toronto 1, Ont., Canada
 Phone: EM 8-2381
 Pres. Gen. Mgr.....T. Gordon Ferris
 Radio Sales Mgr.....Bob Munro
 TV Sales Mgr.....Bill Stoeckel
 Branch Offices
 908 Dominion Square Bldg., Montreal, Que.
 Canada
 Phone: UNiversity 6-8058
 Manager.....W. C. Dippie
 Lindsay Bldg., Winnipeg, Manitoba, Canada
 Phone: 9-26374
 Manager.....A. J. Messner
 198 W. Hastings St., Vancouver, B. C., Can.
 Manager.....J. N. Hunt

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
 Phone: Empire 6-6680
 General Manager.....N. D. Brown
 Traffic Manager.....Merleen Wilson
 Sales Mgr.....Mex E. Bedard

WILLIAM G. RAMBEAU CO., INC.

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

Phone: Murray Hill 6-5940

President.....William G. Rambeau
 Treasurer.....Mary A. Rambeau
 Account Executives.....George W. Kupper,
 George Olsen

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: And. 3-5566
 Executive-in-Charge.....Wm. G. Rambeau
 1709 W. 34th St., Los Angeles 17, Calif.
 Phone: DU nkirk 8-5187
 Executive-in-Charge.....Daryl James
 927 Mills Bldg., San Francisco, Calif.
 Phone: EXbrook 2-1073
 Executive-in-Charge.....Bill Barron
 530 Roanoke Bldg., Minneapolis 2, Minn.
 Phone: Lincoln 7017
 Executive-in-Charge.....Vivian Bulmer
 105 Times Bldg., Portland 4, Ore.
 Phone: CApitol 8-2473

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: Plaza 9-5570
 President.....Paul H. Raymer
 Executive V.P.....F. C. Brokaw
 Vice-President-Radio, Lawrence Van Dolen
 Vice-President-TV.....Fred C. Brokaw
 Promotion & Research.....Mitchell DeGroot

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-1173
 Vice-President.....Clay E. Forker
 Penobscot Bldg., Detroit 26, Mich.
 Phone: Woodward 3-0764
 Executive-in-Charge.....Robert B. Rains
 1680 Vine St., Hollywood 28, Calif.
 Phone: Hollywood 2-2376
 Manager.....John D. Gale
 Russ Bldg., San Francisco 1, Calif.
 Phone: Douglas 2-8909
 Manager.....Ray Rhodes
 Glenn Bldg., Atlanta 3, Ga.
 Phone: Alpine 6508
 Manager.....Edward D. Brandt
 Mercantile Securities Bldg., Dallas, Tex.
 Phone: RIVerside 5663
 Manager.....John H. Hicks

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
 Phone: Superior 7-8177-8
 President.....B. H. Sears
 Secretary.....G. E. Allison

Branch Offices

33 West 42nd St., New York, N. Y.
 Phone: BRyant 9-1374
 Executive-in-Charge.....Jack Davis
 1127 Wilshire Blvd., Los Angeles, Calif.
 Phone: MADison 9-2653
 Executive-in-Charge.....W. S. Grant
 703 Market St., San Francisco, Calif.
 Phone: EXbrook 2-7274
 Executive-in-Charge.....Gene Grant

HORACE N. STOVIN & COMPANY

406 Jarvis St., Toronto 5, Ontario, Canada
 Phone: WALnut 4-5768
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 Gen. Sales Mgr.....A. C. Harrison
 Production Manager....George W. Hellman
 Dir. of Client Prod. Res...John C. Robertson
 608 Keefer Bldg., Montreal, Quebec
 Phone: UNiversity 6-6291
 Manager.....T. C. Maguire
 1111-211 Portage Ave., Winnipeg 2, Manitoba
 Phone: 925-097
 Manager.....C. E. Montgomery
 615 West Pender St., Vancouver 2, B. C.
 Phone: Tatlow 4831
 Manager.....J. W. Stovin

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.
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 President.....Lloyd George Venard
 Vice President.....Stephen R. Rintoul
 Vice President.....James V. McConnell
 Sec'y, Treas.....Abner Lichtman
 Branch Offices
 35 E. Wacker Dr., Chicago, Ill.
 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
 Branch Offices
 80 Boylston St., Boston, Mass.
 Sales Manager.....Wm. Creed Jr.

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.
 Phone: MU 8-7550

WEED AND COMPANY

579 Fifth Ave., New York 17, N. Y.
 Phone: PL 9-4700
 Manager (Radio & TV).....Joseph J. Weed
 V.P., Sales.....E. J. Fitzsimmons
 East. Sales Mgr.....J. C. Lyons
 Salesmen (Radio).....Peter McGurk,
 J. J. Turck, Winston L. Kirby, Philip
 Antoni, Joseph Aley, Robert Lobdell

Branch Offices

203 North Wabash Ave., Chicago 1, Ill.
 Phone: Randolph 6-7730
 Executive-in-Charge.....C. C. Weed
 1707 Book Bldg., Detroit 26, Mich.
 Phone: Woodward 1-2685
 Executive-in-Charge.....B. P. Pearce
 Glenn Bldg., Atlanta 3, Ga.
 Phone: Cypress 4081
 Exec-in-Charge.....George Griesbauer
 5331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-8611
 Exec-in-Charge.....Edwin C. Metcalfe
 625 Market St., San Francisco 5, Calif.
 Phone: DOuglas 2-1451
 Executive-in-Charge.....Don Staley
 Statler Bldg., Boston 16, Mass.
 Phone: HUbbard 2-5677
 Executive-in-Charge.....Robert Reardon

**ADAM YOUNG, INC.
 YOUNG TV CORP.**

477 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-1810
 President.....Adam J. Young, Jr.
 Research Director.....Bill Crumley
 Branch Offices
 55 East Washington, Chicago 2, Ill.
 Phone: ANdover 3-5448
 Exec-in-Charge.....William J. Reilly
 6331 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HOLlywood 9-0965
 Exec-in-Charge.....William L. Wallace
 7 North Seventh St., St. Louis, Mo.
 Phone: MAin 1-5020
 Exec-in-Chg.Jack Hetherington
 593 Market St., San Francisco, Calif.
 Phone: YUkon 6-6769
 Exec-in-Chg.....Charles R. Christianson
 Statler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-6117
 Manager.....Nona Kirby

YOUNG INTERNATIONAL, LTD.

477 Madison Ave., N. Y. 22, N. Y.
 Phone: PLaza 9-1810
 President.....Adam J. Young Jr.
 Manager.....Stephen A. Mann
 Branch Offices
 55 East Washington St., Chicago 2, Ill.
 Phone: ANdover 3-5448
 Manager.....William J. Reilly
 6331 Hollywood Blvd., Los Angeles 28, Cal.
 Phone: HOLlywood 9-0965
 Manager.....William L. Wallace
 7 North Seventh St., St. Louis, Mo.
 Phone: MAin 1-5020
 Manager.....John B. Hetherington
 593 Market St., San Francisco 5, Cal.
 Phone: YUkon 6-6769
 Manager.....Charles R. Christianson
 Statler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-6117
 Manager.....Nona Kirby

REGIONAL NETWORKS AND GROUP STATION OPERATIONS



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; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KSBW-TV, Salinas, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KLOK, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTW, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTW, 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.; KFBB-TV, Great Falls, Montana.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Air Trails Network Stations

Charles Sawyer; WING Dayton, WCOL-FM-AM Columbus, WIZE Springfield, all Ohio; WCMI-AM-FM Ashland, Ky.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager..... Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Ernest Spink, 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, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

Arizona Broadcasting System

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, Safford; KWIB, Globe-Miami; KYCA, Prescott; KTAR, Phoenix.

Gene Autry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, KNOG Nogales, KOLD Yuma, all Arizona; KMPC Los Angeles.

Bartell Stations

WMTV (TV) Madison, WOXY AM Milwaukee, WAPL Appleton, all Wisconsin. WAKE, Atlanta, Ga.; KRUX, Phoenix, Arizona; KCBQ, San Diego, Calif. Gerard A. Bartell, Pres.

H. M. Bitner

WFBM-AM-TV Indianapolis, WOOD AM-TV Grand Rapids, WFDF Flint, WEOA Evansville, Ind.

Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President..... Leo R. Morris

STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KFMJ, Tulsa.

Bonneville Radio Network

Headquarters: UP Bldg., Salt Lake City. Manager..... Frank B. McLatchy
KSL Salt Lake City; KWIK Pocatello; KID Idaho Falls; KSUB Cedar City, Utah.

Broadcast Advertising, Inc.

(Ken and Carolyn's Kitchen)

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

PERSONNEL

President..... James Murley

Manager..... J. J. Manning

Program Director..... E. P. Gieringer

Mdseing. Director..... F. P. Russell

STATIONS

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, 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 KROP.....Vince Palmer

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Kenyon Brown Stations

KWFT-AM-FM-TV in Wichita Falls, Texas; KMBY AM-TV Monterey, Calif., KBYE Oklahoma City, KGLC Miami, Okla.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr.Les Biederman
Commercial Mgr.R. E. Detwiler
Chief Engineer.....W. H. Kiker

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
ManagerMilton J. Levy
KFBK Sacramento; KMJ Fresno; KLX Oakland; KWG Stockton; KERN Bakersfield; KXO El Centro; KDB Santa Barbara; KFXM San Bernardino.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: Overland 6-0260

Director of OperationsDale R. Peterson
Traffic ManagerBeth Robinson
Chief EngineerManuel I. Barraza

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

California Valley Group

KFRE Fresno; KROY Sacramento; KERO Bakersfield; KHSL Chico; KVCV Redding, all California.

Columbia Pacific Radio Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager.....Bert S. West
Gen. Sales Mgr.....Donald M. Ross
Asst. Sales Manager.....Fulton Wilkins
Sales Promotion Mgr.....John Asher
Program Director.....Robert P. Sutton
News DirectorJack Beck
Chief Engineer.....Ted Denton
Director of Operations.....Maury Webster
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Henry Flynn, General Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000. Gordon F. Hayes, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 800 Peachtree St. Atlanta, Ga., EL 0727. George Swearingen, 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.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: Webster 8-3011

General Manager.....J. T. Aubrey, Jr.
Gen. Sales Mgr.....Robert D. Wood
News Director.....Sam Zelman
Business Manager.....Larry Lazarus
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....D. Linger
Dir. Ops. & Traf.....D. Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KJEO, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPFX, San Francisco, Calif.; KKTU, Colorado

Springs, Colo.; KBOL, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KR0D-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KTUA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVOS-TV, Bellingham, Wash.; KFXJ-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.

Columbine Network, Inc.

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

PERSONNEL

President George O. Cory
Vice Pres. Dale G. Moore
General Manager Edwin E. Koepke
Sales Manager John R. Bailey, Jr.

STATIONS

KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; KGLN, Glenwood Springs, Colo.; KRAL, Craia, Colo.; KSLV, Monte Vista, Colo.; KUEC, Montrose & Delta, Colo.; KVOD, Denver, Colo.; KVOR, Colorado Springs, Colo.; KYOU, Greeley, Colo.

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, Ed Waller, Julian Schwartz,
John Ellinger, Donald Lasser.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

Pat M. Courington Stations

WCRI, Scottsboro, WAVU-AM-FM, Albertville, WCRL, Oneonta, all Alabama.

James M. Cox Stations

WSB-AM-FM-TV, Atlanta, WHIO-AM-FM-TV, Dayton, Ohio; WIOD, AM-FM, Miami, Fla.

Crosley Broadcasting Corp.

Subsidiary of Avco Mfg. Co.: WLW, WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: Lincoln 5689

President H. W. Linder
Manager Bud Stitt

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR, Redwood Falls, 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. Robert N. Robinson
Program Director Bill Slaton
Office Manager Connie L. Holt

STATIONS

WSHY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.

NATIONAL REPRESENTATIVE

Thomas F. Clark Company, Inc.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
President A. B. Robinson
Sls. Mgr. Jack Murphy
WDXI, Jackson; WENK, Union City; WPTR, Paris; WDXE, Lawrenceburg; WDXL, Lexington; WDXN, Clarkesville, all Tennessee; WCMA, Corinth, Miss.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOLlywood 2-2133

PERSONNEL

President Willet H. Brown
General Manager Ward D. Ingram
Sec. Treas. A. M. Quinn
Vice-Pres. in Charge Sales Norman Boggs
Vice-Pres. Station Relations Norman Ostby
Dir. Public Relations Wm. Barron
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 Reprs., H.R. Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, 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.; KVIN, 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; KKRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhall, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olvmpic, 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; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

Chairman of the Board Allen B. DuMont
President Bernard L. Goodwin
Vice President Ted Cott
Treasurer Paul Raibourn
Secretary Arthur Israel
Directors: Dr. DuMont, Paul Raibourn, Barney Balaban, Armand Erpf, Dr. Thomas T. Goldsmith, Jr., Stanley F. Patten, Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C. , and the DuMont Tele-Centre in New York.

East Texas Network

Headquarters: Center, Tex.

President Joe B. Foster
KTRE Lufkin; KDET Center; KSIJ Glade-water; KSFA Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jackson-ville; KOCA Kilgore; KMHT Marshall; KSAM Huntsville; KBUJ Athens, all Texas.

John E. Fetzer Stations

WKZO-AM-TV Kalamazoo, KOLN AM-TV Lincoln Neb., WJEF AM-FM Grand Rapids; WMBD AM-FM Peoria Ill.

Florida Select List

WKKO Cocoa; WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Foreign Language Quality Network

Headquarters: 110 Chapel St., New Haven. Gen. Mgr. Pat Stanton
WOV New York; WHAY New Haven; WJMJ Philidelphia; WSBC Chicago; WSRB Cleveland; WHOD Pittsburgh; KSAN San Francisco; WACE Springfield; WTEL Philadel-phia; KOWL Los Angeles.

Friendly Group

WSTV-AM-TV Steubenville; WFPG Atlantic City, N. J.; WPIT Pittsburgh Pa.; WBMS Boston.

Theodore R. Gamble Stations

KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Newspapers

Rochester, New York

(All holdings thru newspapers)

Chairman Frank E. Tripp
Exec. Vice-President Paul Miller
Gen. Business Mgr. L. N. Bitner
Managing Dir., Radio Group . . . C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WENY Elmira, N. Y.; WDAN AM TV, Danville, Ill.; WGTH AM TV, Hartford, Conn.; WHDL Olean, N. Y.

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. Journey

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
593 Market St., San Francisco, Calif.

Exec.-in-Chg. Jack Christianson

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover, all in New Hampshire.

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.; KLPB, Minot, N. D.; KGCU, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE, Fergus Falls, Minn.; KEYJ, Jamestown.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: 22-5681

PERSONNEL

General Manager..... G. Bennett Larson
Sales Manager..... Glenn Shaw

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFL, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.; KLZ, Denver, Col.; KOB, Albuquerque; KLGK, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.

NATIONAL REPRESENTATIVES

Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTB TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

Hearst Stations

V.P., Gen. Mgr..... D. L. Provost
WBAL AM TV Baltimore; WISN Milwaukee; WCAE Pittsburgh.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 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

BRANCH OFFICE

P. O. Box 1408, Edgewater Branch.
Phone: Belmont 7-2734

Manager..... Holly Moyer

STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KYYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho;

KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVR5, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KQUE, 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; KEKO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KIUP, Durango, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KOLR, Sterling, Colo.; KBTB, Missoula, Mont.; KSID, Sidney, Neb.; KSWC, Richfield, Utah; KRAL Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

STATIONS

WBT, WBTB Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMV FM TV, Greensboro, N. C.

Key Line Radio Group

Headquarters: 607 Market St., San Francisco.
KBOX Modesto; KGST Fresno; KHUB Watsonville; KSJO, San Jose.

Edward Lamb Enterprises, Inc.

500 Lamb Bldg., Toledo, Ohio.

President..... Edward Lamb
Exec. V. P..... J. Howard McGrath
V.P..... Frank Oswald
WKKK, WICU TV Erie, Pa.; WTOD, WRT FM Toledo, Ohio; WHOO AM FM, Orlando, Fla.

Harry Willard Linder Stations

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

M & N Broadcasting Co. Stations

Headquarters: WLDY, Ladysmith

President Gen. Mgr..... C. H. Nelson
Sec.-Treasurer..... H. R. Murphy
WIGM Medford, WFPF Park Falls, WLDY Ladysmith, all Wisconsin. Harold R. Murphy, 46.7% owner of M & N Broadcasting Co., owns WCHF Chippewa Falls, WMAW Menominee, WDUZ Green Bay.

Magie Circle Network

KRMO Monett; KNEM Nevada; KDMO Carthage; WMBH Joplin, all Missouri; KGIC

Miami, Okla.: KSEK Pittsburgh; KLKC Parsons, both Kansas; KBRS Springfield; KUOA Siloam Springs, both Arkansas.

Lobster Network

223 Lisbon Street, Lewiston, Maine
Phone: 2-7650
PERSONNEL

DirectorFaust Couture
STATIONS

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181
PERSONNEL

Manager.....William H. Rines
Technical Director.....Charles R. Brown
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.

J. Elroy McCaw Stations

KORC Mineral Wells, Tex.; KTVW (TV)
Tacoma, Wash.; WINS New York; KELA Cen-
tralia, Wash.; KYAK Yakima, KALE Rich-
land, Wash.; KYA San Francisco, KONA
(TV) Honolulu.

McClatchy Broadcasting Co. Stations

21st & Q, Sacramento, Calif.
KFBK AM FM Sacramento, KMJ AM FM TV,
KERN AM FM, Bakersfield, KBEE FM Modesto,
KOH Reno.

McLendon Stations

KLIF KLIF TV Dallas, KELP El Paso, KTLG
TV Corpus Christie.

Meredith Publishing Co. Stations

KCMO AM FM TV Kansas City, KPHO
AM TV Phoenix, Ariz., WOW AM TV
Omaha, WHEN AM TV Syracuse.

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, Lans-
ing; WIBM, Jackson; WELL, Battle Creek;
WLAV, Grand Rapids; WGFG, Kalamazoo;
WKBZ, Muskegon; WSOO, Saulte Ste. Marie;
WKLA, Ludington; WHRV, Ann Arbor; WXYZ,
Detroit, Mich.

Mid-American Broadcasting Co. Stations

Chairman of the Bd.....R. H. Storz
PresidentTodd Storz
Vice Pres.V. Sharpe, G. Armstrong
STATIONS

KUDL Kansas City, Mo., KDCK Clinton, Mo.,
WGVM Greenville, Miss., KOSI Denver Colo.

Mid-Continent Broadcasting Co. Stations

KOWH Omaha, WHB Kansas City, WTIX
New Orleans.

The Mid-South Network

WCBI, Columbus, Mississippi
Phone: Fairfax 8-7271
PERSONNEL

PresidentBirney Innes
General ManagerBob McRaney
STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-
Meridian; WROX, Clarksdale; WNAG, Gren-
ada; WROB, West Point; WAMY, Amory, all
Mississippi.

Negro Radio South

WMRY New Orleans; KCOH Houston;
KWBC Dallas.

Newhouse Newspaper Stations

WSYR AM FM TV Syracuse, WTPA TV
Harrisburg, KOIN AM FM TV Portland, Ore.

OK Group

Headquarters: 505 Baronne St., New Orleans.
President: Jules J. Paglin.
WBOK New Orleans; KYOK Houston;
KAOK Lake Charles; WXOK Baton Rouge.

Oklahoma Network

Box 642, Ada, Okla.
PERSONNEL

PresidentBill Hoover
Sec. Treas.....Brown Morris
Reps.....Venard, Rintoul & McConnell, Inc.
Hal Falter Co., Dallas, Tex.
STATIONS

KGWA, Enid; KBIX, Muskogee; KADA,
Ada; KVSO, Ardmore; KTMC, McAlester;
KRHD, Duncan; 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.;
KLBK, LaGrande, Ore.

People's Broadcasting Stations

WRFD Worthington, Ohio; WTTM Trenton
N. J.; WMMN Fairmont W. Va.; WGAR AM
FM Cleveland Ohio.



John Poole Stations

KBIG Avalon, KBIC TV Los Angeles, KBIE TV Sacramento, KBIF, KBID TV Fresno. Calif.

Quality Radio Group

Headquarters: 509 Madison Ave., New York City. Phone: PL 1-0116

President Ward Quaal
Vice-President W. H. Summerville
Secretary-Treasurer William D. Wagner
Executive vice-pres. William B. Ryan
KOB Albuquerque; WSB Atlanta; WBZ WBZ Boston-Springfield; WBT Charlotte; WGN Chicago; WLW Cincinnati; WFAA Dallas; WHO Des Moines; WBAP Fort Worth; KPRC Houston; KCMO Kansas City; WSM Nashville; WWL New Orleans; WOR New York; WOW Omaha; WCAU Philadelphia; KDKA Pittsburgh; KEX Portland, Ore.; WRVA Richmond; KSL Salt Lake City; WOAI San Antonio; KIRO Seattle; KVOO Tulsa (all stockholder stations).

Rebel Network

Headquarters: WJDX Jackson, Miss.
Business manager: Frank Gentry.
STATIONS

WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGCM Gulfport.

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)

President Thomas F. O'Neil
V.P., Gen. Mgr., Yankee Net. . . . Norman Knight
Pres., Gen. Mgr., Don Lee. . . . Willet H. Brown
Exec. V.P., Gen. Mgr., WOR Div. . . . Gordon Gray
Gen. Mgr. WHBQ John Cleghorn
Gen. Mgr. WEAT Gordon Kerr

STATIONS

WNAC AM FM TV, Boston; WGTH AM TV, Hartford. Sale to CBS pending FCC approval; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; WEAT, West Palm Beach, Fla. Also owns and operates Don Lee & Yankee Networks.

Cecil W. Roberts Stations

KCLO Leavenworth, KCRB Chanute, both Kansas; KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; WINI Murphysboro, WBLN-TV Bloomington, both Illinois.

R. W. Romsaville Stations

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Ohio; WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

President C. L. Dickinson
General Manager D. K. deNeuf

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRR, Bristol Center; WRRD, DeRuyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRCC, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WHEN, 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.; WNEF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WEAU, Plattsburgh, N. Y.; WRRD, DeRuyter, N. Y.

Scripps Howard Group

1230 Park Ave., N. Y., N. Y.

President Jack R. Howard
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCF FM WMCT-TV, Memphis.

William B. Smullin Stations

KJEM AM-TV, KRED-FM Eureka, Calif.; KBES-TV Medford, Ore.; KUIN KGPO FM, Grants Pass, Ore.

Sombrero Network

(Spanish Language)

111 Martinez St., San Antonio 5, Texas
Phone: CApital 4-8792

Director Richard O'Connell
Secretary Nathan Safir

STATIONS

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; XEDF, Nueva Laredo, Mexico; XELO, El Paso; WHOM, N. Y., N. Y.; KCOK, San Jose, Calif.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 7-5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
Sales Manager J. Robert Gulick
Radio Mgr. T. R. Nunan, Jr.
Promotion Mgr. Paul Woodland
Technical Dir. J. E. Mathiot
Nat'l Representative Robert Meeker Assoc.

STATIONS

WDEL-AM-FM, 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 KGGF, Coffeyville, Kans.
Phone: 1843

President.....Archie J. Taylor
 Secy.-Treas.Bob Pratt

STATIONS

KOAM, Pittsburgh, Kans.; KANS, Wichita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE

John E. Pearson Co.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.
 118 East 57th St., N. Y. 22, N. Y.
 N. Y. Phone: MURray Hill 8-8630

President.....George B. Storer
 Senior Vice Pres.....J. Harold Ryan
 V.P. (Southern District)...George B. Storer, Jr.
 Exec. Vice Pres.....Lee B. Wailes
 Vice Pres. Ops.....Stanton P. Kettler
 V.P., National Sls. Dir.....Tom Harker
 V.P. Northern Dist.....William Rine
 V.P. Finance & Adm.....John McCoy
 V.P. Eng.G. Boundy
 Advertising & Sls. Prom.....A. C. Schofield
 Merchandising Mgr.....James P. Storer
 Dir. Engineering.....Clemens Castle
 Vice-Presidents Paul Miller,
 Miller Babcock, James Bailey, Harry Lipson,
 Bill Michaels, Keith Kiggins, Ewald Kockritz,
 Glenn Jackson, J. R. Kerns, Allen Haid.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

Taft Stations

WKRC AM FM TV, Cincinnati; WTVN AM TV, Columbus; WBIR AM FM Knoxville.

Tele-Trip Policy Co. Stations

KPOA Honolulu, WTAC Flint, Mich.; KQV Pittsburgh.

Texas Broadcasting System

Herald Square, Dallas, Tex.
 Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

Texas Quality Network Group

1122 Jackson St. (WFAA), Dallas, Tex.
 Phone: Riverside 9631

PERSONNEL

Representative Alex Keese
 (KPRC), Houston, Tex., Phone: Fairfax 7101,
 Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.
 Phone: PERShing 6631

PERSONNEL

President & Gen. Mgr.....Gene L. Cagle
 Vice-President.....Charles B. Jordan
 Asst. Gen. Mgr.....Stan Wilson
 Sales Manager Dale Drake

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRC, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

Time Inc. Stations

KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVT-TV Salt Lake City; KLZ AM FM TV Denver.

Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
 Phone: 8885

PERSONNEL

President Allen Jones
 Vice-President.....Ray D. Williams
 Secretary-Treasurer.....Phillip G. Sewell
 Exec. V.P., Gen. Mgr.....Kenneth C. Wilson

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahoskie, N. C.

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.....Louis M. Knopp
 Office Mgr.....B. Ziminske

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KOLM, Detroit Lakes; KLOH, Pipestone; KROX, Crookston; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC, Hettinger; KEYI, Jamestown; all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WKTM, Hartford; WIGM, Medford; WFPF, Park Falls; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive, Montana; 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.

Westinghouse Broadcasting Co. Stations

A subsidiary of Westinghouse Electric Corp.—Headquarters: 125 K St., N.W., Wash. 6, D. C. — N. Y. Phone: MU 7-0808.
President Donald McGannon
Pres. Asst. J. B. Conley
V.P., Programming Richard M. Pack
Vice-Pres. Rolland Tooke (Cleveland)
Vice-Pres. Harold C. Lund (Pittsburgh)
Dir. of Research Melvin A. Goldberg
Exec. Asst. to Pres. R. H. Teter
Advertising Manager D. G. Partridge
National Sales Mgr. A. W. Dannenbaum

STATIONS

WBZ AM FM TV, Boston; KYW, KYW TV, Cleveland; KPIX TV, San Francisco; WBZA AM FM, Springfield, Mass.; KEX AM FM, Poliland, Oregon.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

President John M. Walter
Vice-President Paul F. Skinner
Sec.-Treas., Mgr. Dir. George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCFF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

Withers Gavins Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man. Withers Gavin

STATIONS

WCOC, Meridian, Miss.; WJQS, Jackson, Miss.

J. W. Woodruff Stations

WAOK AM FM Atlanta, Ga.; WRBL AM FM Columbus; WGPC Albany, all Georgia.

Wrather-Alvarez

KFMB AM & TV, San Diego, Calif.; TV Licenses for Boston & Corpus Christi. WNEW, New York.

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; KODL, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Exec. V.P., Gen. Mgr. Norman Knight
Vice-President George Steffy
Sales, Prom. Manger Tom Bateson
Merchandising Dir. James Gates

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

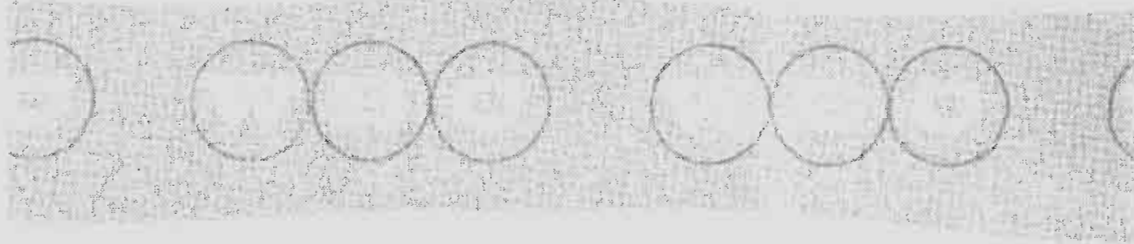
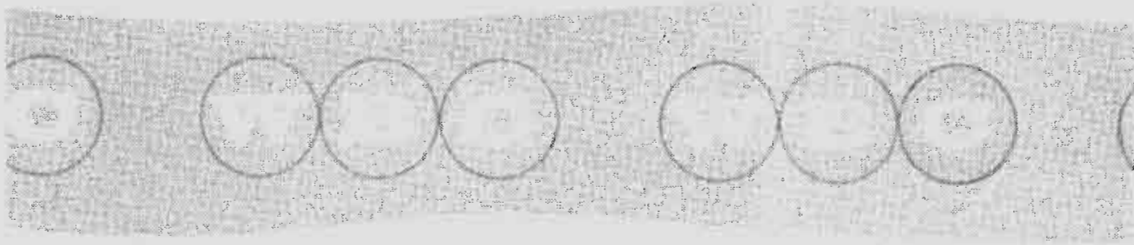
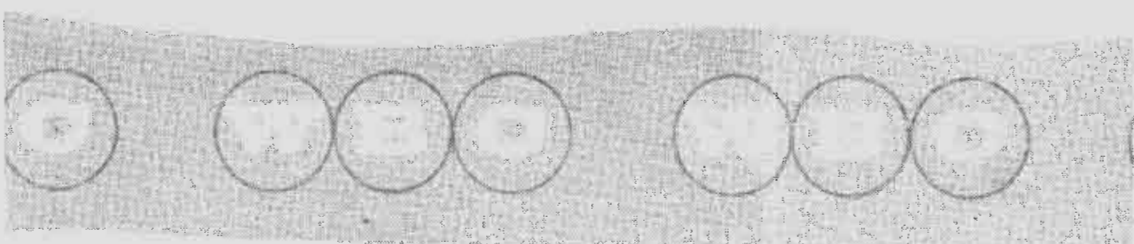
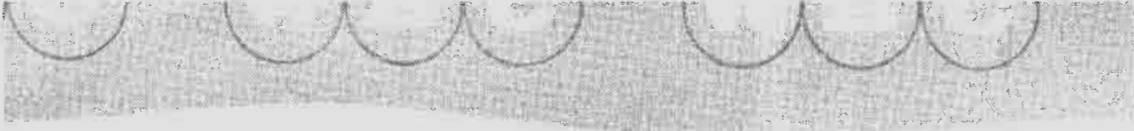
FCC Reveals Growth of Broadcasting

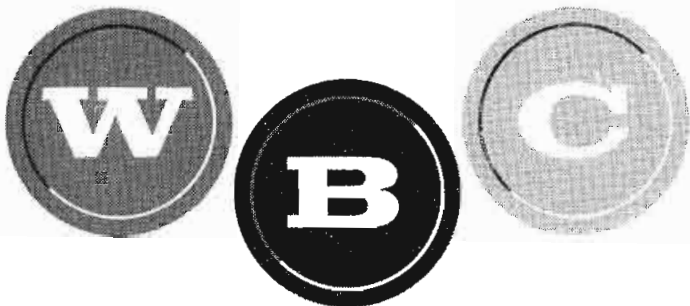


Editor's note: In its 21st annual report to Congress, released late in 1955, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1955:

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
1955	161	18	304	2,719	13	2,732	108	2,840
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	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
1955	7	3	1	121	3	124	3	127
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
1955	67	58	127	137	321	458	124	582
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
1955	5	1	14	1	10	11	23	34

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table.





means . . .

Radio

BOSTON, SPRINGFIELD—WBZ+WBZA—51,000 Watts

PITTSBURGH—KDKA—50,000 Watts

CLEVELAND—KYW—50,000 Watts

FORT WAYNE—WOWO—50,000 Watts

PORTLAND, ORE.—KEX—50,000 Watts

Television

BOSTON—WBZ-TV—Channel 4

PITTSBURGH—KDKA-TV—Channel 2

CLEVELAND—KYW-TV—Channel 3

SAN FRANCISCO—KPIX (TV)—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For facts, contact Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURRAY HILL 7-0808, N. Y.

WESTINGHOUSE BROADCASTING COMPANY

KPIX REPRESENTED BY THE KATZ AGENCY, INC

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC

ESTIMATED FAMILIES FOR 1956



STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,145,000	825,000	790,000	509,142	93
ARIZONA	1,008,000	300,000	288,000	185,772	31
ARKANSAS	1,895,000	526,000	502,000	271,544	51
CALIFORNIA	12,835,000	4,410,000	4,250,000	3,748,968	151
COLORADO	1,500,000	470,000	450,000	306,073	43
CONNECTICUT	2,235,000	662,000	639,000	609,033	25
DELAWARE	370,000	110,000	105,000	100,796	8
DISTRICT OF COLUMBIA	875,000	260,000	250,000	240,760	9
FLORIDA	3,590,000	1,105,000	1,060,000	717,735	106
GEORGIA	3,650,000	972,000	936,000	650,636	101
IDAHO	622,000	182,000	175,000	100,074	17
ILLINOIS	9,192,000	2,865,000	2,750,000	2,488,616	87
INDIANA	4,285,000	1,325,000	1,275,000	1,108,740	56
IOWA	2,650,000	812,000	780,000	644,956	53
KANSAS	2,080,000	675,000	650,000	424,290	42
KENTUCKY	3,025,000	830,000	800,000	511,969	65
LOUISIANA	2,961,000	824,000	792,000	551,390	63
MAINE	915,000	258,000	250,000	204,939	18
MARYLAND	2,643,000	753,000	725,000	685,470	30
MASSACHUSETTS	4,950,000	1,454,000	1,400,000	1,355,061	52
MICHIGAN	7,080,000	2,095,000	2,015,000	1,831,970	77
MINNESOTA	3,115,000	905,000	869,000	642,356	50
MISSISSIPPI	2,210,000	577,000	555,000	249,246	62
MISSOURI	4,160,000	1,315,000	1,260,000	1,021,571	71
MONTANA	630,000	205,000	200,000	62,597	30
NEBRASKA	1,375,000	427,000	420,000	286,446	28
NEVADA	215,000	72,000	69,000	41,443	14
NEW HAMPSHIRE	543,000	160,000	153,000	135,610	13
NEW JERSEY	5,345,000	1,614,000	1,550,000	1,547,810	23
NEW MEXICO	800,000	217,000	209,000	103,051	32
NEW YORK	15,665,000	4,832,000	4,650,000	4,556,515	105
NORTH CAROLINA	4,310,000	1,060,000	1,015,000	716,459	122
NORTH DAKOTA	624,000	167,000	160,000	72,095	15
OHIO	8,560,000	2,588,000	2,490,000	2,378,090	83
OKLAHOMA	2,280,000	683,000	655,000	506,727	49
OREGON	1,680,000	555,000	535,000	321,351	56
PENNSYLVANIA	10,835,000	3,109,000	2,990,000	2,798,330	129
RHODE ISLAND	827,000	243,000	234,000	233,478	11
SOUTH CAROLINA	2,250,000	563,000	540,000	394,935	58
SOUTH DAKOTA	665,000	195,000	187,000	60,295	16
TENNESSEE	3,375,000	910,000	875,000	640,662	86
TEXAS	8,670,000	2,515,000	2,400,000	1,803,564	214
UTAH	770,000	215,000	205,000	163,762	20
VERMONT	385,000	108,000	103,000	73,267	13
VIRGINIA	3,650,000	948,000	912,000	721,048	73
WASHINGTON	2,573,000	842,000	810,000	612,808	60
WEST VIRGINIA	1,970,000	508,000	488,000	346,106	44
WISCONSIN	3,595,000	1,050,000	990,000	818,426	69
WYOMING	315,000	96,000	91,000	16,953	18
TOTAL	162,898,000	48,392,000	46,497,000	38,563,935	2,739

Amplitude Modulation Stations—AM

**STATIONS
ALPHABETICALLY LISTED
BY STATES — CITIES**

RADIO HOMES BY STATE

U. S. STATION INDEX

KEY PERSONNEL

Because it **works.**

MORE ADVERTISERS

1958 **WOR**
radio

LISTEN AT 11

New York

Broadcast Advertisers Report, National Spot & Local Advertisers
WOR • 1440 Broadway, New York 18 • Key Station of Mutual Broadcasting System

Index of Standard Stations of U. S.



CKLW — Detroit-Windsor, Mich.	472	KBCH — Oceanlake, Oreg.	574
KABI — Ketchikan, Alaska	671	KBEC — Waxahachie, Tex.	638
KABC — Los Angeles, Calif.	367	KBEL — Idabel, Okla.	567
KABQ — Albuquerque, N. Mex.	513	KBEN — Carrizo Springs, Tex.	619
KABR — Aberdeen, S. D.	604	KBGF — Great Falls, Mont.	502
KACT — Andrews, Tex.	616	KBHS — Hot Springs, Ark.	357
KADA — Ada, Okla.	566	KBIA — Columbia, Mo.	493
KAFP — Petaluma, Calif.	371	KBIF — San Francisco-Fresno, Calif.	375
KAFY — Bakersfield, Calif.	361	KBIG — Avalon, Calif.	361
KAGH — Crossett, Ark.	355	KBIM — Roswell, N. Mex.	515
KAGR — Yuba City, Calif.	380	KBIS — Bakersfield, Calif.	361
KAHU — Waipahu, Hawaii	673	KBIX — Muskogee, Okla.	568
KAKC — Tulsa, Okla.	570	KBIZ — Ottumwa, Iowa	438
KAKE — Wichita, Kan.	443	KBKI — Alice, Tex.	615
KALB — Alexandria, La.	450	KBKR — Baker, Oreg.	571
KALE — Richland, Wash.	652	KBKW — Aberdeen, Wash.	650
KALG — Alamogordo, N. Mex.	513	KBLA — Burbank, Calif.	362
KALI — Pasadena, Calif.	370	KBLI — Blackfoot, Idaho	415
KALL — Salt Lake City, Utah	640	KBLF — Red Bluff, Calif.	371
KALM — Thayer, Mo.	499	KBLO — Hot Springs, Ark.	357
KALT — Atlanta, Tex.	616	KBLP — Fairfuries, Tex.	623
KAMD — Camden, Ark.	355	KBMI — Henderson, Nev.	507
KAMO — Rogers, Ark.	359	KBMN — Bozeman, Mont.	501
KAMQ — Amarillo, Tex.	615	KBMW — Breckenridge, Minn.	482
KANA — Anaconda, Mont.	501	KBMX — Coalinga, Calif.	362
KAND — Corsicana, Tex.	620	KBMY — Billings, Mont.	501
KANE — New Iberia, La.	453	KBND — Bend, Oreg.	571
KANI — Kaneohe, Oahu, Hawaii.	673	KBNZ — La Junta, Colo.	384
KANS — Wichita, Kans.	443	KBOA — Kennett, Mo.	496
KANN — Sinton, Tex.	636	KBOE — Oskaloosa, Iowa	438
KANV — Shreveport, La.	455	KBOI — Boise, Ga.	415
KAOK — Lake Charles, La.	452	KBOK — Malvern, Ark.	358
KAPA — Raymond, Wash.	652	KBOL — Boulder, Colo.	381
KAPB — Marksville, La.	453	KBON — Omaha, Neb.	505
KAPK — Minden, La.	453	KBOP — Pleasanton, Tex.	634
KARE — Atchison-St. Joseph, Kans.	440	KBOR — Brownsville, Tex.	618
KARK — Little Rock, Ark.	357	KBOW — Butte, Mont.	501
KARM — Fresno, Calif.	363	KBOX — Modesto, Calif.	369
KASA — Elk City, Okla.	567	KBOY — Medford, Oreg.	574
KASH — Eugene, Ore.	572	KBRC — Mount Vernon, Wash.	652
KASI — Ames, Iowa	434	KBRK — Brookings, S. Dak.	604
KASL — New Castle, Wyo.	669	KBRL — McCook, Neb.	505
KASM — Albany, Minn.	481	KBRO — Bremerton, Wash.	650
KAST — Astoria, Okla.	571	KBRS — Springdale, Ark.	359
KATE — Albert Lea, Minn.	481	KBRZ — Freeport, Tex.	624
KATL — Miles City, Mont.	503	KBSF — Springhill, La.	457
KATO — Reno, Nev.	507	KBST — Bay Springs, Tex.	617
KATY — San Luis Obispo, Calif.	377	KBTA — Batesville, Ark.	355
KATZ — St. Louis, Mo.	498	KBTK — Missoula, Mont.	503
KAUS — Austin, Minn.	481	KBTM — Jonesboro, Ark.	357
KAVE — Carlsbad, N. Mex.	513	KBTO — Neosho, Mo.	497
KAVL — Lancaster, Calif.	367	KBTD — El Dorado, Kans.	440
KAVR — Apple Valley, Calif.	361	KBUD — Athens, Tex.	616
KAWL — York, Neb.	506	KBUC — Corona, Calif.	362
KAWT — Douglas, Ariz.	352	KBUH — Brigham City, Utah	639
KAYE — Puyallup, Wash.	652	KBUN — Bemidji, Minn.	481
KAYL — Storm Lake, Iowa	439	KBUR — Burlington, Iowa	434
KAYO — Seattle, Wash.	653	KBWD — Brownwood, Tex.	618
KAYS — Hays, Kans.	441	KBWL — Blackwell, Okla.	566
KAYT — Rupert, Idaho	417	KBYE — Oklahoma City, Okla.	569
KBAB — El Cajon, Calif.	363	KBYR — Anchorage, Alaska	671
KBAM — Longview, Wash.	651	KCAL — Redlands, Calif.	371
KBAR — Burley, Idaho	416	KCAP — Helena, Mont.	502
KBBA — Benton, Ark.	355		

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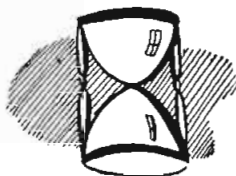


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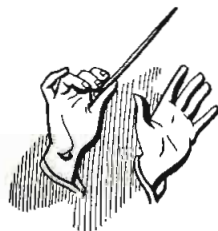


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KCBQ — San Diego, Calif.	373	KCOB — Newton, Iowa	438
KCBS — San Francisco, Calif.	374	KCOG — Centerville, Iowa	434
KCCT — Corpus Christi, Tex.	620	KCOH — Houston, Tex.	625
KCFH — Cuero, Tex.	620	KCOK — Tulare, Calif.	379
KCHA — Charles City, Iowa.	434	KCOL — Ft. Collins, Colo.	383
KCHE — Cherokee, Iowa	435	KCON — Conway, Ark.	355
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KCHR — Charlestown, Mo.	492	KCOW — Alliance, Neb.	504
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KCID — Caldwell, Idaho	416	KCRB — Chanute, Kans.	440
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KCIL — Houma, La.	452	KCRE — Crescent City, Calif.	362
KCIM — Carroll, Iowa	434	KCRG — Cedar Rapids, Iowa	434
KCJB — Minot, N. Dak.	554	KCRS — Midland, Tex.	632
KCKN — Kansas City, Kans.	442	KCRT — Trinidad, Colo.	385
KCKY — Coolidge, Ariz.	352	KCRV — Caruthersville, Mo.	492
KCLA — Pine Bluff, Ark.	359	KCSB — San Bernardino, Calif.	372
KCLE — Cleburne, Tex.	619	KCSJ — Pueblo, Colo.	384
KCLF — Clifton, Ariz.	352	KCSR — Chadron, Neb.	504
KCLO — Leavenworth, Kans.	442	KCTI — Gonzales, Tex.	624
KCLS — Flagstaff, Ariz.	352	KCTX — Childress, Tex.	619
KCLV — Clovis, N. Mex.	514	KCUL — Fort Worth, Tex.	623
KCLW — Hamilton, Tex.	625	KCVE — Red Wing, Minn.	484
KCLX — Coffax, Wash.	650	KCVL — Colville, Wash.	650
KCMC — Texarkana, Tex.	637	KCVR — Lodi, Calif.	367
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KCMO — Kansas City, Mo.	495	KDAC — Fort Bragg, Calif.	363
KCMR — McCamey, Tex.	631	KDAL — Duluth, Minn.	482
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KDET — Center, Tex.	619	KELA — Centralia-Chehalis, Wash.	650
KDEX — Dexter, Mo.	493	KELD — El Dorado, Ark.	356
KDHL — Faribault, Minn.	482	KELK — Elko, Nev.	507
KDIX — Dickinson, N. Dak.	553	KELO — Sioux Falls, S. Dak.	605
KDJI — Holbrook, Ariz.	353	KELP — El Paso, Tex.	622
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KDKD — Clinton, Mo.	492	KENA — Mena, Ark.	358
KDLA — DeRidder, La.	451	KENE — Toppenish, Wash.	654
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KDLR — Devils Lake, N. Dak.	553	KENN — Kenedy, Tex.	628
KDMA — Montevideo, Minn.	484	KENO — Las Vegas, Nev.	507
KDMO — Carthage, Mo.	492	KENS — San Antonio, Tex.	635
KDMS — El Dorado, Ark.	356	KENT — Shreveport, La.	455
KDNT — Denton, Tex.	622	KEPO — El Paso, Tex.	622
KDON — Salinas, Calif.	372	KERB — Kermit, Tex.	628
KDRO — Sedalia, Mo.	499	KERC — Eastland, Tex.	622
KDRS — Paragould, Ark.	358	KERG — Eugene, Oreg.	572
KDSJ — Deadwood, S. Dak.	604	KERN — Bakersfield, Calif.	361
KDSX — Denison, Tex.	622	KERV — Kerrville, Tex.	628
KDTA — Delta, Colo.	381	KEUN — Eunice, La.	451
KDTH — Dubuque, Iowa	436	KEVA — Shamrock, Tex.	636
KDUB — Lubbock, Tex.	629	KEVL — White Castle, La.	457
KDUZ — Hutchinson, Minn.	483	KEVT — Tucson, Ariz.	354
KDWT — Stamford, Tex.	636	KEX — Portland, Oreg.	575
KDYL — Salt Lake City, Utah	640	KEXO — Grand Junction, Colo.	383
KDZA — Pueblo, Colo.	384	KEXX — San Antonio, Tex.	635
KEAN — Brownwood, Tex.	618	KEXY — Provo, Utah	639
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KFAM — St. Cloud, Minn.	485
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KFBB — Great Falls, Mont.	502
KFBC — Cheyenne, Wyo.	669
KFBI — Wichita, Kans.	443
KFBK — Sacramento, Calif.	372
KFDA — Amarillo, Tex.	615
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KFDR — Grand Coulee, Wash.	651
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KFST — Fort Stockton, Tex.	623
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KFTV — Paris, Tex.	633
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KFXJ — Grand Junction, Colo.	383
KFXM — San Bernardino, Calif.	373
KFYN — Bonham, Tex.	618
KFYO — Lubbock, Tex.	631
KFYR — Bismarck, N. Dak.	553
KG — Spokane, Wash.	653
KGAE — Salem, Oreg.	576
KGAF — Gainesville, Tex.	624
KGAK — Gallup, N. Mex.	514
KGAL — Lebanon, Oreg.	574
KGAN — Kingman, Ariz.	353
KGAS — Carthage, Tex.	619
KGB — San Diego, Calif.	374

KGBC — Galveston, Tex.	624
KGBT — Harlingen, Tex.	625
KGBX — Springfield, Mo.	499
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KGEE — Sterling, Colo.	385
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KGFJ — Hollywood, Calif.	365
KGFL — Roswell, N. Mex.	515
KGFW — Kearney, Neb.	504
KGFX — Pierre, S. Dak.	604
KGGF — Coffeyville, Kans.	440
KGGM — Albuquerque, N. Mex.	513
KGHF — Pueblo, Colo.	385
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KGON — Oregon City, Oreg.	574
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KGRH — Fayetteville, Ark.	356
KGRI — Henderson, Tex.	625
KGRT — Las Cruces, N. Mex.	514
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KGU — Honolulu, Hawaii	672
KGVL — Greenville, Tex.	624
KGVO — Missoula, Mont.	503
KGW — Portland, Oreg.	575
KGWA — Enid, Okla.	567
KGY — Olympia, Wash.	652
KGYN — Guymon, Okla.	567
KGYW — Vallejo, Calif.	379
KHAS — Hastings, Neb.	504
KHBC — Hilo, Hawaii	672
KHBG — Okmulgee, Okla.	569
KHBM — Monticello, Ark.	358
KHBR — Hillsboro, Tex.	625
KHFS — Vancouver, Wash.	655
KHJ — Los Angeles, Calif.	368
KHMO — Hannibal, Mo.	493
KHOB — Hobbs, N. Mex.	514
KHON — Honolulu, Hawaii	672
KHOZ — Harrison, Ark.	356
KHQ — Spokane, Wash.	654
KHSL — Chico, Calif.	362
KHUB — Watsonville, Calif.	380

KHUM — Eureka, Calif.	363	KLAN — Renton, Wash.	652
KHUZ — Borger, Tex.	618	KLAS — Las Vegas, Nev.	507
KIBE — Palo Alto, Calif.	370	KLBM — LaGrande, Oreg.	573
KIBH — Seward, Alaska	672	KLBS — Houston, Tex.	625
KIBL — Beeville, Tex.	617	KLCB — Libby, Mont.	503
KIBS — Bishop, Calif.	362	KLCN — Blytheville, Ark.	355
KICA — Clovis, N. Mex.	514	KLCO — Poteau, Okla.	570
KICD — Spencer, Ia.	439	KLEA — Lovington, N. Mex.	515
KICK — Springfield, Mo.	499	KLEE — Attumwa, Ia.	438
KICO — Calexico, Calif.	362	KLEM — LeMars, Ia.	437
KID — Idaho Falls, Idaho	416	KLEN — Killeen, Tex.	628
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KIFI — Idaho Falls, Idaho	416	KLGN — Logan, Utah	639
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KILA — Hilo, Hawaii	672	KLIX — Twin Falls, Idaho	417
KILO — Grand Forks, N. Dak.	553	KLIZ — Brainerd, Minn.	481
KIMA — Yakima, Wash.	655	KLKC — Parsons, Kans.	442
KIMN — Denver, Colo.	382	KLLL — Lubbock, Tex.	631
KIMO — Independence, Mo.	493	KLMO — Longmont, Colo.	384
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KIT — Yakima, Wash.	655	KLRA — Little Rock, Ark.	357
KITE — San Antonio, Tex.	635	KLRS — Mountain Grove, Mo.	497
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KIXX — Provo, Utah	639	KLVT — Levelland, Tex.	629
KIYI — Shelby, Mont.	503	KLWN — Lawrence, Kans.	442
KJAN — Atlantic, Ia.	434	KLWT — Lebanon, Mo.	496
KJAY — Topeka, Kans.	443	KLYN — Amarillo, Tex.	615
KJBC — Midland, Tex.	632	KLX — Oakland, Calif.	369
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KJCF — Festus, Mo.	493	KMA — Shenandoah, Ia.	439
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KJNO — Juneau, Alaska	671	KMBC — Kansas City, Mo.	495
KJOE — Shreveport, La.	457	KMBL — Junction, Tex.	628
KJR — Seattle, Wash.	653	KMBY — Monterey, Calif.	369
KJRG — Newton, Kans.	442	KMCM — McMinnville, Oreg.	574
KJSK — Columbus, Neb.	504	KMCO — Conroe, Tex.	619
KJUN — Redmond, Oreg.	576	KMDO — Fort Scott, Kans.	441
KLAC — Hollywood, Calif.	365	KMED — Medford, Oreg.	574
KLAD — Klamath Falls, Oreg.	573	KMHL — Marshall, Minn.	483
KLAK — Lakewood, Colo.	384	KMHT — Marshall, Tex.	631
KLAM — Cordova, Alaska	671	KMIL — Cameron, Tex.	618

KMJ — Fresno, Calif.	365	KOIL — Omaha, Neb.	506
KMLB — Monroe, La.	453	KOIN — Portland, Oreg.	575
KMLW — Marlin, Tex.	631	KOJM — Havre, Mont.	502
KMMJ — Grand Island, Neb.	504	KOKO — Warrensburg, Mo.	500
KMMO — Marshall, Mo.	496	KOKX — Keokuk, Ia.	437
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KMOD — Modesto, Calif.	369	KOLE — Port Arthur, Tex.	634
KMON — Great Falls, Mont.	502	KOLJ — Quanoh, Tex.	634
KMOR — Oroville, Calif.	370	KOLO — Reno, Nev.	507
KMOX — St. Louis, Mo.	498	KOLR — Sterling, Colo.	385
KMPC — Los Angeles, Calif.	368	KOLS — Pryor, Okla.	570
KMRC — Morgan City, La.	453	KOLT — Scottsbluff, Neb.	506
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KMUS — Muskogee, Okla.	568	KOMB — Cottage Grove, Oreg.	572
KMVI — Wailuku-Maui, Hawaii	673	KOME — Tulsa, Okla.	570
KMYC — Marysville, Calif.	368	KOMO — Seattle, Wash.	653
KMYR — Denver, Colo.	382	KOMW — Omak, Wash.	652
KNAF — Fredericksburg, Tex.	624	KONE — Reno, Nev.	508
KNAK — Salt Lake City, Utah	641	KONG — Visalia, Calif.	379
KNAL — Victoria, Tex.	638	KONI — Phoenix, Ariz.	353
KNBC — San Francisco, Calif.	375	KONO — San Antonio, Tex.	635
KNBR — North Platte, Neb.	505	KONP — Port Angeles, Wash.	652
KNBX — Kirkland, Wash.	651	KOOK — Billings, Mont.	501
KNBY — Newport, Ark.	358	KOOL — Phoenix, Ariz.	353
KNCK — Concordia, Kans.	440	KOOS — Coos Bay, Oreg.	572
KNCM — Moberly, Mo.	496	KOPO — Tucson, Ariz.	354
KNCO — Garden City, Kans.	441	KOPP — Ogden, Utah	639
KNDC — Hettinger, N. Dak.	553	KOPR — Butte, Mont.	501
KNEA — Jonesboro, Ark.	357	KORA — Bryan, Tex.	618
KNEB — Scotsbluff, Neb.	506	KORC — Mineral Wells, Tex.	632
KNED — McAlester, Okla.	567	KORE — Eugene, Oreg.	573
KNEL — Brady, Tex.	618	KORK — Las Vegas, Nev.	507
KNEM — Nevada, Mo.	497	KORN — Mitchell, S. Dak.	604
KNET — Palestine, Tex.	633	KORT — Grangeville, Idaho	416
KNEW — Spokane, Wash.	654	KOSA — Odessa, Tex.	632
KNEX — McPherson, Kans.	442	KOSE — Osceola, Ark.	358
KNGS — Hanford, Calif.	365	KOSF — Nacogdoches, Tex.	632
KNIM — Maryville, Mo.	496	KOSI — Aurora, Colo.	381
KNOC — Natchitoches, La.	453	KOSY — Texarkana, Ark.	359
KNOE — Monroe, La.	453	KOTA — Rapid City, S. Dak.	605
KNOG — Nogales, Ariz.	353	KOTN — Pine Bluff, Ark.	359
KNOK — Fort Worth, Tex.	623	KOTS — Deming, N. Mex.	514
KNOR — Norman, Okla.	569	KOVC — Valley City, N. Dak.	554
KNOW — Austin, Tex.	616	KOVE — Lander, Wyo.	669
KNOX — Grand Forks, N. Dak.	553	KOVO — Provo, Utah	640
KNPT — Newport, Oreg.	574	KOWB — Laramie, Wyo.	669
KNUJ — New Ulm, Minn.	484	KOWH — Omaha, Neb.	506
KNUZ — Houston, Tex.	627	KOWL — Santa Monica, Calif.	367
KNX — Los Angeles, Calif.	367	KOXR — Oxnard, Calif.	370
KOA — Denver, Colo.	382	KOY — Phoenix, Ariz.	353
KOAL — Price, Utah	639	KOYN — Billings, Mont.	501
KOAM — Pittsburg, Kans.	442	KOZE — Lewiston, Idaho	416
KOB — Albuquerque, N. Mex.	513	KOZY — Grand Rapids, Minn.	483
KOBE — Las Cruces, N. Mex.	514	KPAC — Port Arthur, Tex.	634
KOBK — Owatonna, Minn.	484	KPAL — Palm Springs, Calif.	370
KOCA — Kilgore, Tex.	628	KPAM — Portland, Oreg.	575
KOCO — Salem, Oreg.	576	KPAN — Herford, Tex.	625
KOCS — Ontario, Calif.	370	KPAS — Banning, Calif.	361
KOCY — Oklahoma City, Okla.	569	KPAT — Pampa, Tex.	633
KODI — Cody, Wyo.	669	KPBM — Carlsbad, N. Mex.	513
KODL — The Dallas, Oreg.	572	KPDN — Pampa, Tex.	633
KODY — North Platte, Neb.	505	KPDQ — Portland, Oreg.	575
KOEL — Oelwein, Ia.	438	KPEP — San Angelo, Tex.	635
KOFE — Pullman, Wash.	652	KPET — Lamesa, Tex.	629
KOFI — Kalispell, Mont.	502	KPHO — Phoenix, Ariz.	353
KOFO — Ottawa, Kans.	442	KPIG — Cedar Rapids, Ia.	434
KOGA — Ogallala, Neb.	505	KPKW — Pasco, Wash.	652
KOGT — Orange, Tex.	633	KPLC — Lake Charles, La.	453
KOH — Reno, Nev.	507	KPLK — Dallas, Oreg.	572

KPLN — Camden, Ark.	355	KRPL — Moscow, Idaho	417
KPLT — Paris, Tex.	633	KRRV — Sherman-Denison, Tex.	636
KPMC — Bakersfield, Calif.	361	KRSD — Rapid City, S. Dak.	605
KPOA — Honolulu, Hawaii	673	KRSN — Los Alamos, N. Mex.	515
KPOC — Pochontas, Ark.	359	KRTN — Raton, N. Mex.	515
KPOJ — Portland, Oreg.	575	KRTR — Thermopolis, Wyo.	670
KPOL — Los Angeles, Calif.	368	KRTV — Hillsboro, Oreg.	573
KPOP — Los Angeles, Calif.	368	KRUL — Corvallis, Oreg.	572
KPOW — Powell, Wyo.	670	KRUN — Ballinger, Tex.	616
KPQ — Wenatchee, Wash.	655	KRUS — Ruston, La.	455
KPRC — Houston, Tex.	627	KRUX — Phoenix, Ariz.	354
KPRK — Livingston, Mont.	503	KRVN — Lexington, Neb.	505
KPRL — Paso Robles, Calif.	370	KRWC — Forest Grove, Oreg.	573
KPRO — Riverside, Calif.	371	KRWS — Post, Tex.	634
KPRS — Kansas City, Mo.	495	KRXK — Rexburg, Idaho	417
KPST — Preston, Idaho	417	KRXL — Roseburg, Oreg.	576
KPTL — Carson City, Nev.	507	KSAL — Saina, Kans.	443
KPUG — Bellingham, Wash.	650	KEAM — Huntsville, Tex.	628
KQUE — Albuquerque, N. Mex.	513	KSAN — San Francisco, Calif.	375
KQV — Pittsburgh, Pa.	590	KSBW — Salinas, Calif.	372
KRAI — Craig, Colo.	381	KSCB — Liberal, Kans.	442
KRAL — Rawlins, Wyo.	670	KSCJ — Sioux City, Iowa	439
KRAM — Las Vegas, Nev.	507	KSCO — Santa Cruz, Calif.	377
KRAY — Amarillo, Tex.	616	KSD — St. Louis, Mo.	498
KRBA — Lufkin, Tex.	631	KSDA — Redding, Calif.	371
KRBC — Abilene, Tex.	615	KSDN — Aberdeen, S. Dak.	604
KRCC — Prineville, Oreg.	576	KSDO — San Diego, Calif.	374
KRCT — Baytown, Tex.	617	KSEI — Pocatello, Idaho	417
KRDO — Colorado Springs, Colo.	381	KSEK — Pittsburg, Kans.	442
KRDU — Dinuba, Calif.	363	KSEL — Lubbock, Tex.	631
KRE — Berkeley, Calif.	362	KSEM — Moses Lake, Wash.	651
KREH — Oakdale, La.	455	KSEO — Durant, Okla.	566
KREI — Farnington, Mo.	493	KSET — El Paso, Tex.	623
KREL — Baytown, Tex.	617	KSEW — Sitka, Alaska	672
KREM — Spokane, Wash.	654	KSEY — Seyomour, Tex.	636
KREO — Indio, Calif.	365	KSFA — Nacogdoches, Tex.	632
KRES — St. Joseph, Mo.	497	KSFE — Needles, Calif.	369
KREW — Sunnyside, Wash.	654	KSFO — San Francisco, Calif.	375
KRGI — Grand Island, Neb.	504	KSGM — Ste. Genevieve, Mo.	497
KRGV — Weslaco, Tex.	638	KSIB — Creston, Iowa	435
KRHD — Duncan, Okla.	566	KSID — Sidney, Neb.	506
KRIB — Mason City, Iowa	438	KSIG — Crowley, La.	451
KRIC — Beaumont, Tex.	617	KSII — Gladewater, Tex.	624
KPIG — Odessa, Tex.	633	KSIL — Silver City, N. Mex.	515
KRJO — McAllen, Tex.	631	KSIM — Sikeston, Mo.	499
KRIS — Corpus Christi, Tex.	620	KSIS — Sedalia, Mo.	499
KRIZ — Phoenix, Ariz.	353	KSIW — Woodward, Okla.	571
KRKD — Los Angeles, Calif.	368	KSIX — Corpus Christi, Tex.	620
KRKO — Everett, Wash.	651	KSJB — Jamestown, N. Dak.	554
KRLC — Lewiston, Idaho	416	KSJO — San Jose, Calif.	375
KRLD — Dallas, Tex.	621	KSKY — Dallas, Tex.	621
KRLN — Cannon City, Colo.	381	KSL — Salt Lake City, Utah	641
KRLW — Walnut Ridge, Ark.	359	KSLM — Salem, Oreg.	576
KRMD — Shreveport, La.	457	KSLO — Opelousas, La.	455
KRMG — Tulsa, Okla.	570	KSLV — Monte Vista, Colo.	384
KRMO — Monett, Mo.	497	KSMA — Santa Maria, Calif.	378
KRMS — Osage Beach, Mo.	497	KSML — Seminole, Tex.	636
KRMW — The Dalles, Oreg.	572	KSMN — Mason City, Iowa	438
KRNO — San Bernardino, Calif.	373	KSMO — Salem, Mo.	499
KRNR — Roseburg, Oreg.	576	KSNY — Snyder, Tex.	636
KRNT — Des Moines, Iowa	436	KSO — Des Moines, Iowa	436
KROC — Rochester, Minn.	485	KSOK — Arkansas City, Kans.	440
KROD — El Paso, Tex.	623	KSON — San Diego, Calif.	374
KROF — Abbeville, La.	450	KSOO — Sioux Falls, S. Dak.	605
KROG — Sonora, Calif.	378	KSOP — Salt Lake City, Utah	641
KROP — Brawley, Calif.	362	KSPA — Santa Paula, Calif.	378
KPOS — Glinton, Iowa	435	KSPI — Stillwater, Okla.	570
KROW — Oakland, Calif.	369	KSPO — Spokane, Wash.	654
KROX — Crookston, Minn.	482	KSPR — Casper, Wyo.	669
KROY — Sacramento, Calif.	372	KSPT — Sandpoint, Idaho	417

KSRO — Santa Rosa, Calif. 378
 KSRV — Ontario, Oreg. 574
 KSST — Sulphur Springs, Tex. 636
 KSTA — Coleman, Tex. 619
 KSTB — Beckenridge, Tex. 618
 KSTL — St. Louis, Mo. 498
 KSTN — Stockton, Calif. 378
 KSTP — St. Paul-Minneapolis, Minn. 485
 KSTT — Davenport, Iowa 435
 KSTV — Stephenville, Tex. 636
 KSUB — Cedar City, Utah 639
 KSUE — Susanville, Calif. 378
 KSUL — Sulphur, La. 457
 KSUM — Fairmont, Minn. 482
 KSUN — Bisbee, Ariz. 352
 KSVC — Richfield, Utah 640
 KSVP — Artesia, N. Mex. 513
 KSWA — Graham, Tex. 624
 KSWI — Council Bluffs, Iowa 435
 KSWM — Joplin, Mo. 495
 KSWO — Lawton, Okla. 567
 KSWs — Roswell, N. Mex. 515
 KSYC — Yreka, Calif. 380
 KSYL — Alexandria, La. 450
 KTXL — San Angelo, Tex. 634
 KSYD — Wichita Falls, Tex. 638
 KTAC — Tacoma, Wash. 654
 KTAE — Taylor, Tex. 637
 KTAN — Sherman, Tex. 636
 KTAR — Phoenix, Ariz. 354
 KTAT — Frederick, Okla. 567
 KTBB — Tyler, Tex. 637
 KTBC — Austin, Tex. 616
 KTBS — Shreveport, La. 457
 KTCC — Malden, Mo. 496
 KTEL — Walla Walla, Wash. 655
 KTEM — Temple, Tex. 637
 KTER — Terrell, Tex. 637
 KTFI — Twin Falls, Idaho 418
 KTFS — Texarkana, Tex. 637
 KTFY — Brownfield, Tex. 618
 KTHE — Thermopolis, Wyo. 670
 KTHS — Little Rock, Ark. 358
 KTHT — Houston, Tex. 627
 KTIB — Thibodaux, La. 457
 KTiL — Tillamook, Oreg. 576
 KTiM — San Rafael, Calif. 377
 KTiP — Porterville, Calif. 371
 KTiS — Hobart, Okla. 567
 KTKN — Ketchikan, Alaska 671
 KTKR — Taft, Calif. 379
 KTKT — Tucson, Ariz. 354
 KTiLD — Tallulah, La. 457
 KTiLN — Denver, Colo. 382
 KTiLO — Mountain Home, Ark. 358
 KTiLU — Rusk, Tex. 634
 KTiLW — Texas City, Tex. 637
 KTiMC — McAlester, Okla. 568
 KTiMS — Santa Barbara, Calif. 377
 KTiNM — Tucumcari, N. Mex. 515
 KTiNT — Tacoma, Wash. 654
 KTiOE — Mankato, Minn. 483
 KTiOH — Lihue, Kauai, Hawaii. 673
 KTiOK — Oklahoma City, Okla. 569
 KTiOP — Topeka, Kans. 443
 KTiOW — Oklahoma City, Okla. 569
 KTiRB — Modesto, Calif. 369
 KTiRC — Santa Fe, N. Mex. 515
 KTiRE — Lufkin, Tex. 631
 KTiRF — Thief River Falls, Minn. 485

KTiRH — Houston, Tex. 627
 KTri — Sioux City, Iowa 439
 KTiRM — Beacomont, Tex. 617
 KTriRN — Wichita Falls, Tex. 638
 KTriRY — Bastrop, La. 450
 KTiSA — San Antonio, Tex. 635
 KTiSM — El Paso, Tex. 623
 KTiTN — Trenton, Mo. 500
 KTiTR — Rolla, Mo. 497
 KTiTS — Springfield, Mo. 499
 KTiUC — Tucson, Ariz. 354
 KTiUE — Tulsa, Tex. 637
 KTiUL — Tulsa, Okla. 570
 KTiUR — Turlock, Calif. 379
 KTiW — Seattle, Wash. 653
 KTiXC — Big Springs, Tex. 617
 KTiXJ — Jasper, Tex. 628
 KTiYL — Mesa, Ariz. 353
 KTiXN — Austin, Tex. 616
 KTiAM — Agana, Guam 672
 KTiBA — Yuba City, Calif. 380
 KTiBC — Montrose, Colo. 384
 KTiDL — Kansas City, Mo. 495
 KTiDU — Ventura, Calif. 379
 KTiGN — Eugene, Oreg. 573
 KTiUN — Grants Pass, Oreg. 573
 KTiUJ — Walla Walla, Wash. 655
 KTiKI — Ukiah, Calif. 379
 KTiLA — Honolulu, Hawaii 673
 KTiLE — Ephrata, Wash. 651
 KTiLP — El Campo, Tex. 622
 KTiMA — Pendleton, Oreg. 575
 KTiNO — Corpus Christi, Tex. 620
 KTiOA — Siloam Springs, Ark. 359
 KTiURV — Edinburg, Tex. 622
 KTiUSH — Cushing, Okla. 566
 KTiUSN — St. Joseph, Mo. 498
 KTiUTI — Yakima, Wash. 655
 KTiVAN — Vancouver, Wash. 655
 KTiVAS — Astoria, Oreg. 571
 KTiVBC — Farmington, N. Mex. 514
 KTiVCL — Winnfield, La. 457
 KTiVCV — Redding, Calif. 371
 KTiVEC — San Luis Obispo, Calif. 377
 KTiVEL — Vernal, Utah 641
 KTiVEN — Ventura, Calif. 379
 KTiVET — Austin, Tex. 616
 KTiVFC — Cortez, Calif. 381
 KTiVFD — Ft. Dodge, Iowa 437
 KTiVGB — Great Bend, Kans. 441
 KTiVI — Seattle, Wash. 653
 KTiVIC — Victoria, Tex. 638
 KTiVIM — New Iberia, La. 454
 KTiVIN — Vinita, Okla. 571
 KTiVKM — Monahans, Tex. 632
 KTiVLB — Cleveland, Tex. 619
 KTiVLC — Little Rock, Ark. 358
 KTiVLF — Alpine, Tex. 615
 KTiVLH — Pauls Valley, Okla. 569
 KTiVMA — Magnolia, Ark. 358
 KTiVMC — Colorado City, Tex. 619
 KTiVNC — Winslow, Ariz. 354
 KTiVNI — Coeur d'Alene, Idaho 416
 KTiVNU — Logan, Utah 639
 KTiVOA — Tucson, Ariz. 354
 KTiVOC — Casper, Wyo. 669
 KTiVOD — Denver, Colo. 383
 KTiVOE — Emporia, Kans. 440
 KTiVOG — Ogden, Utah 639
 KTiVOL — Lafayette, La. 452

KVOM — Morrilton, Ark.	358	KWPC — Muscatine, Iowa	438
KVON — Napa, Calif.	369	KWPM — West Plains, Mo.	500
KVOO — Tulsa, Okla.	571	KWRC — Pendleton, Oreg.	575
KVOP — Plainview, Tex.	633	KWRE — Warrenton, Mo.	500
KVOR — Colorado Springs, Colo.	381	KWRF — Warren, Ark.	359
KVOS — Bellingham, Wash.	650	KWRL — Riverton, Wyo.	670
KVOU — Uvalde, Tex.	637	KWRN — Reno, Nev.	508
KVOW — Littlefield, Tex.	629	KWRO — Coquille, Oreg.	572
KVOX — Moorhead, Minn.	484	KWRT — Boonville, Mo.	492
KVOZ — Laredo, Tex.	629	KWRW — Guthrie, Okla.	567
KVPI — Ville Platte, La.	457	KWSD — Mt. Shasta, Calif.	369
KVRC — Arkadelphia, Ark.	355	KWSH — Wewaka, Okla.	571
KVRH — Salida, Colo.	385	KWSK — Pratt, Kans.	443
KVRS — Rock Springs, Wyo.	670	KWTX — Waco, Tex.	638
KVSA — McGehee, Ark.	358	KWSO — Wasco, Calif.	379
KVSF — Santa Fe, N. Mex.	515	KWTC — Barstow, Calif.	361
KVSM — San Mateo, Calif.	377	KWTO — Springfield, Mo.	499
KVSO — Ardmore, Okla.	566	KWWL — Waterloo, Iowa	439
KVWC — Vernon, Tex.	638	KWYO — Sheridan, Wyo.	670
KVWO — Cheyenne, Wyo.	669	KXA — Seattle, Wash.	653
KWAD — Wadena, Minn.	486	KXAR — Hope, Ark.	356
KWAK — Stuttgart, Ark.	359	KXEL — Waterloo, Iowa	439
KWAL — Wallace, Idaho	418	KXEO — Mexico, Mo.	496
KWAT — Watertown, S. Dak.	605	KXGI — Ft. Madison, Iowa	437
KWBB — Wichita, Kans.	443	KXGN — Glendive, Mont.	502
KWBG — Boone, Iowa	434	KXIC — Iowa City, Iowa	437
KWBE — Beatrice, Neb.	504	KXIT — Dalhart, Tex.	620
KWBU — Corpus Christi, Tex.	620	KXJK — Forrest City, Ark.	356
KWBW — Hutchinson, Kans.	441	KXL — Portland, Oreg.	575
KWBY — Colorado Springs, Colo.	381	KXLA — Pasadena, Calif.	370
KWBR — Oakland, Calif.	370	KXLE — Ellensburg, Wash.	651
KWCB — Searcy, Ark.	359	KXLF — Butte, Mont.	501
KWCO — Chickasha, Okla.	566	KXLJ — Helena, Mont.	502
KWDM — Des Moines, Iowa	436	KXLK — Great Falls, Mont.	502
KWED — Seguin, Tex.	636	KXLL — Missoula, Mont.	503
KWEI — Weiser, Idaho	418	KXLO — Lewistown, Mont.	503
KWEM — Memphis, Tenn.	611	KXLQ — Bozeman, Mont.	501
KWEW — Hobbs, N. Mex.	514	KXLR — Little Rock, Ark.	358
KWFC — Hot Springs, Ark.	357	KXLW — St. Louis, Mo.	498
KWFR — San Angelo, Tex.	634	KXLY — Spokane, Wash.	654
KWFT — Wichita Falls, Tex.	638	KXO — El Centro, Calif.	363
KWG — Stockton, Calif.	378	KXOA — Sacramento, Calif.	372
KWGB — Goodland, Kans.	441	KXOB — Stockton, Calif.	378
KWHI — Brenham, Tex.	618	KXOC — Chico, Calif.	362
KWHK — Hutchinson, Kans.	441	KXOK — St. Louis, Mo.	498
KWHN — Fort Smith, Ark.	356	KXOL — Fort Worth, Tex.	623
KWHO — Salt Lake City, Utah	641	KXOX — Sweetwater, Tex.	637
KWHW — Altus, Okla.	566	KXRA — Alexander, Minn.	481
KWIE — Kennewick, Wash.	651	KXRJ — Russellville, Ark.	359
KWIK — Pocatello, Idaho	417	KXRO — Aberdeen, Wash.	650
KWIL — Albany, Oreg.	571	KXRX — San Jose, Calif.	375
KWIN — Ashland, Oreg.	571	KXXX — Monterey, Calif.	369
KWIZ — Santa Ana, Calif.	377	KXXX — Colby, Kans.	440
KWJB — Globe, Ariz.	353	KXYZ — Houston, Tex.	628
KWJJ — Portland, Oreg.	575	KYA — San Francisco, Calif.	375
KWK — St. Louis, Mo.	498	KYAK — Yakima, Wash.	655
KWKC — Abilene, Tex.	615	KYCA — Prescott, Ariz.	354
KWKH — Shreveport, La.	457	KYES — Roseburg, Oreg.	576
KWKW — Pasadena, Calif.	370	KYJC — Medford, Oreg.	574
KWLK — Longview, Wash.	651	KYME — Boise, Idaho	416
KWLM — Willmar, Minn.	486	KYMA — Yuma, Ariz.	355
KWNA — Winnemucca, Nev.	508	KYNO — Fresno, Calif.	365
KWNO — Winona, Minn.	486	KYNT — Yankton, S. Dak.	605
KWNW — Wenatchee, Wash.	655	KYOK — Houston, Tex.	628
KWOA — Worthington, Minn.	486	KYOR — Blythe, Calif.	362
KWOC — Poplar Bluff, Mo.	497	KYOS — Merced, Calif.	368
KWOE — Clinton, Okla.	566	KYOU — Greeley, Colo.	384
KWON — Bartlesville, Okla.	566	KYSM — Mankato, Minn.	483
KWOR — Worland, Wyo.	670	KYUM — Yuma, Ariz.	355
KWOS — Jefferson City, Mo.	493	KYW — Cleveland, Ohio	559
KWOW — Pomona, Calif.	371	KZIP — Amarillo, Tex.	616

KZUN — Opportunity, Wash.	652	WANS — Anderson, S. C.	598
WAAA — Winston-Salem, N. C.	552	WANT — Richmond, Va.	647
WAAB — Worcester, Mass.	469	WAOK — Atlanta, Ga.	405
WAAF — Chicago, Ill.	421	WAOV — Vincennes, Ind.	433
WAAG — Adel, Ga.	404	WAPA — San Juan, P. R.	675
WAAT — Newark, N. J.	510	WAPF — McComb, Miss.	490
WABA — Aguadilla, P. R.	673	WAPG — Arcadia, Fla.	393
WABB — Mobile, Ala.	348	WAPI — Birmingham, Ala.	343
WABI — Bangor, Me.	458	WAPL — Appleton, Wis.	661
WABJ — Adrian, Mich.	470	WAPO — Chattanooga, Tenn.	606
WABM — Houlton, Me.	458	WAPX — Montgomery, Ala.	349
WABC — New York, N. Y.	523	WARA — Attleboro, Mass.	463
WABG — Greenwood, Miss.	488	WARB — Covington, La.	451
WABO — Waynesboro, Miss.	491	WARD — Johnstown, Pa.	582
WABR — Winter Park, Fla.	404	WARE — Ware, Mass.	469
WABY — Albany, N. Y.	516	WARK — Hagerstown, Md.	462
WABZ — Albemarle, N. C.	540	WARL — Arlington, Va.	643
WACA — Camden, S. C.	598	WARM — Scranton, Pa.	592
WACB — Kittanning, Pa.	583	WARN — Ft. Pierce, Fla.	394
WACE — Chicopee-Springfield, Mass.	465	WARU — Peru, Ind.	432
WACH — Newport News, Va.	646	WASA — Havre De Grace, Md.	462
WACL — Waycross, Ga.	415	WASK — Lafayette, Ind.	431
WACO — Waco, Tex.	638	WASL — Annapolis, Md.	460
WACR — Columbus, Miss.	487	WATA — Boone, N. C.	540
WADC — Akron, Ohio	555	WATC — Gaylor, Mich.	475
WADE — Wadesboro, N. C.	550	WATG — Ashland, Ohio	555
WADK — Newport, R. I.	597	WATH — Athens, Ohio	555
WADP — Kane, Pa.	583	WATK — Antigo, Wis.	661
WAEB — Allentown, Pa.	577	WATM — Atmore, Ala.	343
WAEL — Mayaguez, P. R.	675	WATN — Watertown, N. Y.	539
WAEW — Crossville, Tenn.	607	WATR — Waterbury, Conn.	389
WAFB — Baton Rouge, La.	450	WATO — Oak Ridge, Tenn.	613
WAFD — Staunton, Va.	649	WATS — Sayre, Pa.	592
WAGA — Atlanta, Ga.	404	WATT — Cadillac, Mich.	472
WAGC — Chattanooga, Tenn.	606	WATW — Ashland, Wis.	661
WAGF — Dothan, Ala.	346	WATZ — Alpena, Mich.	470
WAGG — Franklin, Tenn.	608	WAUD — Auburn, Ala.	343
WAGM — Presque Isle, Me.	459	WAUG — Augusta, Ga.	407
WAGR — Lumberton, N. C.	546	WAUX — Waukesha, Wis.	668
WAGS — Bishopville, S. C.	598	WAVE — Louisville, Ky.	447
WAHR — Miami Beach, Fla.	398	WAVI — Springfield, Ohio	563
WAIM — Anderson, S. C.	598	WAVL — Apollo, Pa.	577
WAIN — Columbia, Ky.	444	WAVU — Albertville, Ala.	343
WAIP — Prichard, Ala.	350	WAVY — Portsmouth, Va.	647
WAIR — Winston-Salem, N. C.	552	WAVZ — New Haven, Conn.	387
WAIT — Chicago, Ill.	421	WAYB — Waynesboro, Va.	649
WAJF — Decatur, Ala.	345	WAYE — Dundalk, Md.	461
WAJR — Morgantown, W. Va.	658	WAYS — Charlotte, N. C.	541
WAKE — Atlanta, Ga.	405	WAYN — Rockingham, N. C.	549
WAKN — Aiken, S. C.	598	WAYX — Waycross, Ga.	415
WAKR — Akron, Ohio	555	WAYZ — Waynesboro, Pa.	594
WAKU — Latrobe, Pa.	583	WAZF — Yazoo City, Miss.	492
WALA — Mobile, Ala.	348	WAZL — Hazleton, Pa.	582
WALB — Albany, Ga.	404	WBAC — Cleveland, Tenn.	607
WALD — Walterboro, S. C.	604	WBAL — Baltimore, Md.	460
WALE — Fall River Mass.	465	WBAM — Montgomery, Ala.	349
WALK — Patchogue, N. Y.	535	WBAP — Fort Worth, Tex.	624
WALL — Middletown, N. Y.	523	WBAR — Bartow, Fla.	393
WALM — Albion, Mich.	470	WBAT — Marion, Ind.	431
WALT — Tampa, Fla.	402	WBAW — Barnwell, S. C.	598
WAMI — Opp, Ala.	350	WBAX — Wilkes-Barre, Pa.	594
WAML — Laurel, Miss.	489	WBAY — Green Bay, Wis.	663
WAMM — Flint, Mich.	474	WBBA — Pittsfield, Ill.	426
WAMS — Wilmington, Del.	390	WBBB — Burlington, N. C.	541
WAMW — Washington, Ind.	433	WBBC — Flint, Mich.	474
WAMY — Amory, Miss.	486	WBBF — Rochester, N. Y.	536
WANA — Anniston, Ala.	343	WBBM — Chicago, Ill.	421
WAND — Canton, Ohio	556	WBBO — Forest City, N. C.	543
WANE — Ft. Wayne, Ind.	429	WBBQ — Augusta, Ga.	407
WANN — Annapolis, Md.	460	WBBW — Youngstown, Ohio	565

WBBZ — Ponca City, Okla.	570	WBTO — Linton, Ind.	431
WBCK — Battle Creek, Mich.	470	WBUD — Trenton, N. J.	512
WBCM — Bay City, Mich.	470	WBUT — Butler, Pa.	578
WBCO — Bessemer, Ala.	343	WBUX — Doylestown, Pa.	580
WBCR — Christianburg, Va.	643	WBUY — Lexington, N. C.	546
WBCU — Union, S. C.	604	WBVL — Barboursville, Ky.	444
WBEC — Pittsfield, Mass.	467	WBVP — Beaver Falls, Pa.	578
WBEE — South Chicago, Ill.	424	WBYS — Canton, Ill.	419
WBEJ — Elizabethton, Tenn.	607	WBZ-WBZA — Boston-Springfield, Mass.	463
WBEL — Belait, Wis.	661	WCAE — Pittsburgh, Pa.	591
WBEN — Buffalo, N. Y.	517	WCAM — Camden, N. J.	510
WBET — Brockton, Mass.	465	WCAO — Baltimore, Md.	460
WBEU — Beaufort, S. C.	598	WCAP — Lowell, Mass.	467
WBEV — Beaver Dam, Wis.	661	WCAR — Pontiac, Mich.	479
WBEX — Chillicothe, Ohio	556	WCAS — Gadsden, Ala.	347
WBFC — Fremont, Mich.	475	WCAU — Philadelphia, Pa.	587
WBFD — Bedford, Pa.	578	WCAW — Charleston, W. Va.	656
WBGR — Jessup, Ga.	411	WCAX — Burlington, Vt.	641
WBHB — Fitzgerald, Ga.	410	WCAZ — Carthage, Ill.	419
WPHF — Cartersville, Ga.	408	WCBA — Corning, N. Y.	519
WBHP — Huntsville, Ala.	348	WCBC — Anderson, Inc.	428
WBLA — Augusta, Ga.	407	WCBD — Zion, Ill.	428
WBIE — Marietta, Ga.	412	WCBI — Columbus, Miss.	487
WBIG — Greensboro, N. C.	544	WCBL — Benton, Ky.	444
WBIP — Booneville, Miss.	486	WCBM — Baltimore, Md.	461
WBIR — Knoxville, Tenn.	609	WCBS — New York, N. Y.	525
WBIS — Bristol, Conn.	385	WCBT — Roanoke Rapids, N. C.	549
WPIW — Bedford, Ind.	428	WCBY — Sheboygan, Mich.	472
WBIZ — Eau Claire, Wis.	662	WCCC — Hartford, Conn.	387
WBKH — Hattiesburg, Miss.	488	WCCM — Lawrence, Mass.	467
WBKV — West Bend, Wis.	668	WCCO — Minneapolis, Minn.	483
WBLE — Batesville, Miss.	486	WCCP — Savannah, Ga.	413
WBLJ — Dalton, Ga.	409	WCDJ — Edenton, N. C.	542
WBLK — Clarksburg, W. Va.	657	WC DL — Carbondale, Pa.	579
WBLT — Bedford, Va.	643	WC DT — Winchester, Tenn.	614
WBLY — Springfield, Ohio	563	WCEC — Rocky Mount, N. C.	549
WBMA — Beaufort, N. C.	540	WCED — DuBois, Pa.	580
WBMC — McMinnville, Tenn.	611	WCEF — Parkersburg, W. Va.	659
WBMD — Baltimore, Md.	460	WCEH — Hawkinsville, Ga.	411
WBML — Macon, Ga.	411	WCEM — Cambridge, Md.	461
WBMS — Boston, Mass.	463	WCEN — Mt. Pleasant, Mich.	478
WBNL — Boonville, Ind.	428	WCFL — Chicago, Ill.	421
WBNS — Columbus, Ohio	559	WCFV — Clifton Forge, Va.	644
WBNX — New York, N. Y.	523	WCGA — Calhoun, Ga.	408
WBNY — Buffalo, N. Y.	517	WCGC — Belmont, N. C.	540
WBOB — Galax, Va.	645	WCHA — Chambersburg, Pa.	579
WBOC — Salisbury, Md.	463	WCHF — Chippewa Falls, Wis.	662
WBOF — Virginia Beach, Va.	649	WCHJ — Brookhaven, Miss.	487
WBOK — New Orleans, La.	454	WCHL — Chapel Hill, N. C.	541
WBOS — Boston, Mass.	465	WCHN — Norwich, N. Y.	535
WBOW — Terre Haute, Ind.	433	WCHO — Washington Court House, Ohio	565
WBPZ — Lock Haven, Pa.	584	WCHS — Charleston, W. Va.	656
WBRC — Birmingham, Ala.	344	WCHV — Charlottesville, Va.	643
WBRE — Wilkes-Barre, Pa.	594	WCIL — Carbondale, Ill.	419
WBRK — Pittsfield, Mass.	468	WCIN — Cincinnati, Ohio	556
WBRM — Marion, N. C.	546	WCJU — Columbia, Miss.	487
WBRN — Big Rapids, Mich.	472	WCKB — Dunn, N. C.	542
WPRO — Waynesboro, Ga.	415	WCKI — Greer, S. C.	601
WBRT — Bardstown, Ky.	444	WCKY — Cincinnati, Ohio	556
WBRV — Boonville, N. Y.	517	WC LA — Petersburg, Va.	647
WBRY — Waterbury, Conn.	389	WC LB — Camilla, Ga.	408
WBSC — Bennettsville, S. C.	598	WC LD — Cleveland, Miss.	487
WBSE — Hillsdale, Mich.	475	WC LG — Morgantown, W. Va.	658
WBSM — New Bedford, Mass.	466	WC LI — Corning, N. Y.	519
WBSR — Pensacola, Fla.	400	WC LO — Janesville, Wis.	663
WBT — Charlotte, N. C.	541	WC LS — Columbus, Ga.	408
WBTA — Batavia, N. Y.	517	WC LT — Newark, Ohio	562
WBTH — Williamson, W. Va.	661	WC MA — Corinth, Miss.	487
WBTM — Danville, Va.	644	WC MB — Harrisburg, Pa.	581
WBTN — Bennington, Vt.	641	WC MC — Wildwood, N. J.	512

WCME — Brunswick, Me.	458	WDBQ — Dubuque, Iowa	436
WCMI — Ashland, Ky.	444	WDCF — Dade City, Fla.	393
WCMN — Arcife, P. R.	673	WDCL — Tarpon Springs, Fla.	402
WCMS — Norfolk, Va.	646	WDEB — Gulfport, Miss.	488
WCMW — Canton, Ohio	556	WDEC — Americus, Ga.	404
WCMY — Ottawa, Ill.	426	WDEF — Chattanooga, Tenn.	606
WCNB — Connersville, Ind.	429	WDEH — Sweetwater, Tenn.	614
WCNC — Elizabeth City, N. Y.	542	WDEL — Wilmington, Del.	390
WCNH — Quincy, Fla.	401	WDEV — Waterbury, Vt.	642
WCNR — Bloomsburg, Pa.	578	WDGY — Minneapolis, Minn.	484
WCNT — Centralia, Ill.	419	WDIA — Memphis, Tenn.	611
WCNU — Crestview, Fla.	393	WDIG — Dothan, Ala.	346
WCNX — Middletown, Conn.	387	WDIX — Orangeburg, S. C.	603
WCOA — Pensacola, Fla.	400	WDKD — Kingstree, S. C.	601
WCOC — Meridian, Miss.	490	WDKN — Dickson, Tenn.	607
WCOG — Greensboro, N. C.	544	WDLA — Walton, N. Y.	538
WCOH — Newnan, Ga.	412	WDLB — Marshfield, Wis.	664
WCOJ — Coatesville, Pa.	579	WDLC — Port Jervis, N. Y.	536
WCOL — Columbus, Ohio	559	WDLP — Panama City, Fla.	400
WCOM — Parkersburg, W. Va.	659	WDMG — Douglas, Ga.	409
WCOR — Cornelia, Ga.	409	WDMJ — Marquette, Mich.	478
WCOP — Boston, Mass.	463	WDNC — Durham, N. C.	542
WCOR — Lebanon, Tenn.	610	WDNE — Elkins, W. Va.	657
WCOS — Columbia, S. C.	599	WDOB — Canton, Miss.	487
WCOU — Lewiston, Me.	458	WDOD — Chattanooga, Tenn.	606
WCOV — Montgomery, Ala.	349	WDOG — Marine City, Mich.	478
WCOW — South St. Paul, Minn.	485	WDOK — Cleveland, Ohio	557
WCPA — Clearfield, Pa.	579	WDON — Wheaton, Md.	463
WCPC — Houston, Miss.	489	WDOR — Sturgeon Bay, Wis.	667
WCPH — Etowah, Tenn.	608	WDOS — Oneonta, N. Y.	535
WCPM — Cumberland, Ky.	445	WDOT — Burlington, Vt.	641
WCPO — Cincinnati, Ohio	556	WDOV — Dover, Del.	390
WCPS — Tarboro, N. C.	550	WDQN — DuQuion, Ill.	423
WCRA — Effingham, Ill.	423	WDRC — Hartford, Conn.	387
WCRB — Waltham, Mass.	469	WDRF — Chester, Pa.	579
WCRE — Cheraw, S. C.	599	WDSC — Dillon, S. C.	600
WCRI — Scottsboro, Ala.	350	WDSG — Dyersburg, Tenn.	607
WCRC — Morristown, Tenn.	612	WDSM — Superior, Wis.	668
WCRL — Oneonta, Ala.	350	WDSR — Lake City, Fla.	397
WCRO — Johnstown, Pa.	582	WDSU — New Orleans, La.	454
WCRS — Greenwood, S. C.	601	WDUN — Gainesville, Ga.	410
WCRT — Birmingham, Ala.	344	WDUZ — Green Bay, Wis.	663
WCRV — Washington, N. J.	512	WDVH — Gainesville, Fla.	395
WCRW — Chicago, Ill.	421	WDWD — Dawson, Ga.	409
WCSC — Charleston, S. C.	598	WDVA — Danville, Va.	644
WCSH — Portland, Me.	458	WDVM — Pocomoke City, Md.	462
WCSI — Columbus, Ind.	428	WDWS — Champaign, Ill.	419
WCSS — Amsterdam, N. Y.	516	WDXB — Chattanooga, Tenn.	606
WCTA — Andalusia, Ala.	343	WDXE — Lawrenceburg, Tenn.	610
WCTC — New Brunswick, N. J.	511	WDXI — Jackson, Tenn.	608
WCTT — Corbin, Ky.	445	WDXL — Lexington, Tenn.	610
WCUE — Akron, Ohio	555	WDXN — Clarksville, Tenn.	607
WCUM — Cumberland, Md.	461	WDYK — Cumberland, Md.	461
WCVA — Culpeper, Va.	644	WDZ — Decatur, Ill.	422
WCVI — Connellsville, Pa.	580	WEAB — Greer, S. C.	601
WCVS — Springfield, Ill.	427	WEAM — Arlington, Va.	643
WCYB — Bristol, Va.	643	WEAN — Providence, R. I.	597
WDAD — Indiana, Pa.	582	WEAR — Pensacola, Fla.	400
WDAE — Tampa, Fla.	492	WEAS — Decatur, Ga.	409
WDAF — Kansas City, Mo.	495	WEAT — West Palm Beach, Fla.	403
WDAK — Columbus, Ga.	408	WEAU — Eau Claire, Wis.	662
WDAN — Danville, Ill.	422	WEAV — Plattsburg, N. Y.	536
WDAR — Savannah, Ga.	413	WEAW — Evanston, Ill.	423
WDAS — Philadelphia, Pa.	587	WEBC — Duluth, Minn.	482
WDAY — Fargo, N. D.	553	WEBB — Dundalk, Md.	462
WDBC — Escanaba, Mich.	474	WEBJ — Brewton, Ala.	345
WDBF — Delray Beach, Fla.	394	WEBK — Tampa, Fla.	402
WDBJ — Roanoke, Va.	648	WEBR — Buffalo, N. Y.	519
WDBL — Springfield, Tenn.	614	WEBQ — Harrisburg, Ill.	424
WDBO — Orlando, Fla.	399	WEBY — Milton, Fla.	399

WEDC — Chicago, Ill.	421	WFBG — Altoona, Pa.	577
WEDR — Birmingham, Ala.	344	WFBL — Syracuse, N. Y.	538
WEDO — McKeesport, Pa.	584	WFBM — Indianapolis, Ind.	430
WEEB — Southern Pines, N. C.	550	WFBR — Baltimore, Md.	461
WEED — Rocky Mount, N. C.	549	WFCB — Dunkirk, N. Y.	519
WEEI — Boston, Mass.	463	WFCR — Fairfax, Va.	644
WEEK — Peoria, Ill.	426	WFDF — Flint, Mich.	474
WEEU — Reading, Pa.	591	WFEA — Manchester, N. H.	508
WEGO — Concord, N. C.	542	WFEB — Sylacauga, Ala.	351
WEIC — Charleston, Ill.	421	WFEC — Miami, Fla.	398
WEIM — Fitchburg, Mass.	465	WFGM — Fitchburg, Mass.	465
WEIR — Weirton, W. Va.	659	WFGN — Gaffney, S. C.	600
WEJL — Scranton, Pa.	593	WFHG — Bristol, Va.	643
WEKR — Fayetteville, Tenn.	608	WFHR — Wisconsin Rapids, Wis.	668
WEKY — Richmond, Ky.	449	WFIG — Sumter, S. C.	603
WEKZ — Monroe, Wis.	665	WFIL — Philadelphia, Pa.	587
WELC — Welch, W. Va.	659	WFIN — Findlay, Ohio	561
WELI — New Haven, Conn.	388	WFIW — Fairfield, Ill.	423
WELL — Battle Creek, Mich.	470	WFKN — Franklin, Ky.	445
WELM — Elmira, N. Y.	519	WFKY — Frankfort, Ky.	445
WELO — Tupelo, Miss.	491	WFLA — Tampa, Fla.	402
WELP — Easley, S. C.	600	WFLB — Fayetteville, N. C.	543
WELR — Roanoke, Ala.	350	WFLO — Farmville, Va.	644
WELS — Kinston, N. C.	546	WFLW — Monticello, Ky.	448
WELY — Ely, Minn.	482	WFMC — Goldsboro, N. C.	544
WEMP — Milwaukee, Wis.	665	WFMD — Frederick, Md.	462
WEMR — Emporium, Pa.	580	WFMH — Cullman, Ala.	345
WENA — Bayamon, P. R.	673	WFMJ — Youngstown, Ohio	565
WENC — Whiteville, N. C.	551	WFMO — Fairmont, N. C.	543
WENE — Binghamton, N. Y.	517	WFMW — Madisonville, Ky.	447
WENK — Union City, Tenn.	614	WFNC — Fayetteville, N. C.	543
WENT — Gloversville, N. Y.	521	WFNM — DeFuniak Springs, Fla.	394
WENY — Elmira, N. Y.	521	WFNS — Burlington, N. C.	541
WEOA — Evansville, Ind.	429	WFOB — Fostoria, Ohio	561
WEOK — Poughkeepsie, N. Y.	536	WFOH — Marietta, Ga.	412
WEOL — Elyria, Ohio	561	WFOR — Hattiesburg, Miss.	488
WEPG — South Pittsburgh, Tenn.	614	WFOX — Milwaukee, Wis.	665
WEPH — Martinsburg, W. Va.	658	WFOY — St. Augustine, Fla.	401
WERC — Erie, Pa.	580	WFPA — Ft. Payne, Ala.	347
WERD — Atlanta, Ga.	407	WFPG — Atlantic City, N. J.	510
WERH — Hamilton, Ala.	348	WFPV — Fort Valley, Ga.	410
WERI — Westerly, R. I.	597	WFPR — Hammond, La.	452
WESA — Charleroi, Pa.	579	WFRC — Reidsville, N. C.	548
WESB — Bradford, Pa.	578	WFRL — Freeport, Ill.	423
WESC — Greenville, S. C.	600	WFRM — Coudersport, Pa.	580
WESK — Escanaba, Mich.	474	WFRO — Fremont, Ohio	561
WESO — Southbridge, Mass.	468	WFRP — Savannah, Ga.	413
WEST — Easton, Pa.	580	WFRX — West Frankfort, Ill.	428
WESX — Salem, Mass.	468	WFTC — Kinston, N. C.	546
WETB — Johnson City, Tenn.	608	WFTG — London, Ky.	447
WETO — Gadsden, Ala.	347	WFTL — Fort Lauderdale, Fla.	394
WETU — Wetumpka, Ala.	352	WFTM — Maysville, Ky.	448
WETZ — New Martinsville, W. Va.	658	WFTN — Front Royal, Va.	645
WEVA — Emporia, Va.	644	WFTW — Fort Walton Beach, Fla.	395
WEVD — New York, N. Y.	523	WFUL — Fulton, Ky.	445
WEVE — Eveleth, Minn.	482	WFUN — Huntsville, Ala.	348
WEW — St. Louis, Mo.	498	WFUR — Grand Rapids, Mich.	475
WEWO — Laurinburg, N. C.	546	WFVA — Fredericksburg, Va.	644
WEXL — Royal Oak, Mich.	480	WFGV — Fuquay Springs, N. C.	543
WEYE — Sanford, N. C.	549	WFYC — Alma, Mich.	470
WEZB — Birmingham, Ala.	344	WGAA — Cedartown, Ga.	408
WFAA — Dallas, Tex.	621	WGAC — Augusta, Ga.	407
WFAH — Alliance, Ohio	555	WGAD — Gadsden, Ala.	347
WFAI — Fayetteville, N. C.	543	WGAF — Valdosta, Ga.	414
WFAR — Farrell, Pa.	581	WGAI — Elizabeth City, N. C.	542
WFAS — White Plains, N. Y.	539	WGAL — Lancaster, Pa.	583
WFAU — Augusta, Me.	458	WGAN — Portland, Me.	459
WFAQ — Falls Church, Va.	644	WGAP — Maryville, Tenn.	611
WFBC — Greenville, S. C.	601	WGAT — Utica, N. Y.	538
WFBF — Fernandina Beach, Fla.	394	WGAU — Athens, Ga.	404

WGAW — Gardner, Mass.	466	WHAL — Shelbyville, Tenn.	614
WGAY — Silver Spring, Md.	463	WHAM — Rochester, N. Y.	536
WGBA — Columbus, Ga.	409	WHAN — Charleston, S. C.	599
WGBB — Freeport, N. Y.	521	WHAP — Hopewell, Va.	645
WGBF — Evansville, Inc.	429	WHAR — Clarksburg, W. Va.	657
WGBG — Greensboro, N. C.	544	WHAS — Louisville, Ky.	447
WGBI — Scranton, Pa.	592	WHAT — Philadelphia, Pa.	585
WGBR — Goldsboro, N. C.	544	WHAV — Haverhill, Mass.	466
WGBS — Miami, Fla.	398	WHAW — Weston, W. Va.	659
WGCB — Red Lion, Pa.	592	WHAY — New Britain, Conn.	387
WGCD — Chester, S. C.	599	WHB — Kansas City, Mo.	496
WGCM — Gulfport, Miss.	488	WHBB — Selma, Ala.	351
WGEA — Geneva, Ala.	347	WHBC — Canton, Ohio	556
WGEM — Quincy, Ill.	426	WHBF — Rock Island, Ill.	427
WGES — Chicago, Ill.	421	WHBI — Newark, N. J.	511
WGET — Gettysburg, Pa.	581	WHBL — Sheboygan, Wis.	667
WGEZ — Beloit, Wis.	662	WHBN — Harrodsburg, Ky.	446
WGFS — Covington, Ga.	409	WHBO — Tampa, Fla.	402
WGGA — Gainesville, Ga.	410	WHBQ — Memphis, Tenn.	611
WGGG — Gainesville, Fla.	395	WHBS — Huntsville, Ala.	348
WGGH — Marion, Ill.	425	WHBT — Harriman, Tenn.	608
WGH — Newport News, Va.	646	WHBU — Anderson, Ind.	428
WGIG — Brunswick, Ga.	408	WHBY — Appleton, Wis.	661
WGIL — Galesburg, Ill.	423	WHCC — Waynesville, N. C.	551
WGIV — Charlotte, N. C.	541	WHCO — Sparta, Ill.	427
WGKA — Atlanta, Ga.	407	WHCU — Ithaca, N. Y.	522
WGKV — Charleston, W. Va.	656	WHDF — Houghton, Mich.	476
WGL — Fort Wayne, Ind.	429	WHDH — Boston, Mass.	464
WGLC — Centreville, Miss.	487	WHDL — Olean, N. Y.	535
WGLS — Decatur, Ga.	409	WHDM — McKenzie, Tenn.	611
WGMA — Hollywood-Miami, Fla.	395	WHEB — Portsmouth, N. H.	509
WGMS — Washington, D. C.	391	WHEC — Rochester, N. Y.	537
WGN — Chicago, Ill.	421	WHED — Washington, N. C.	550
WGNC — Gastonia, N. C.	543	WHEE — Martinsville, Va.	646
WGNI — Wilmington, N. C.	551	WHEN — Syracuse, N. Y.	538
WGNS — Murfreesboro, Tenn.	612	WHEP — Foley, Ala.	347
WGNV — Newburgh, N. Y.	523	WHER — Memphis, Tenn.	611
WGOL — Goldsboro, N. C.	544	WHFB — Benton Harbor, Mich.	472
WGOV — Valdosta, Ga.	414	WHFC — Chicago, Ill.	421
WGPA — Bethlehem, Pa.	578	WHGB — Harrisburg, Pa.	581
WGPC — Albany, Ga.	404	WHGR — Houghton Lake, Mich.	476
WGR — Buffalo, N. Y.	519	WHHH — Warren, Ohio	565
WGRA — Cairo, Ga.	408	WHHM — Memphis, Tenn.	611
WGRC — Louisville, Ky.	447	WHIE — Griffin, Ga.	410
WGRD — Grand Rapids, Mich.	475	WHIL — Medford, Mass.	466
WGRM — Greenwood, Miss.	488	WHIM — Providencme, R. I.	597
WGRV — Greeneville, Tenn.	608	WHIN — Gallatin, Tenn.	608
WGRY — Gary, Ind.	430	WHIO — Dayton, Ohio	560
WGSA — Ephrata, Pa.	580	WHIP — Mooresville, N. C.	547
WGSM — Huntington, N. Y.	522	WHIR — Danville, Ky.	445
WGST — Atlanta, Ga.	407	WHIS — Bluefield, W. Va.	656
WGSV — Guntersville, Ala.	347	WHIT — New Bern, N. C.	547
WGSW — Greenwood, S. C.	601	WHIZ — Zanesville, Ohio	565
WGTA — Summerville, Ga.	413	WHJB — Greensburg, Pa.	581
WGTC — Greenville, N. C.	544	WHJC — Matewan, W. Va.	658
WGTH — Hartford, Conn.	387	WHKK — Akron, Ohio	555
WGTL — Kannapolis, N. C.	545	WHKP — Hendersonville, N. C.	544
WGTM — Wilson, N. C.	551	WHKY — Hickory, N. C.	545
WGTN — Georgetown, S. C.	600	WHLB — Virginia, Minn.	485
WGTO — Haines City, Fla.	395	WHLD — Niagara Falls, N. Y.	535
WGUY — Bangor, Me.	458	WHLF — South Boston, Va.	648
WGVA — Geneva, N. Y.	521	WHLI — Hempstead, N. Y.	521
WGVM — Greenville, Miss.	488	WHLL — Wheeling, W. Va.	661
WGWC — Selma, Ala.	351	WHLM — Bloomsburg, Pa.	578
WGWR — Asheboro, N. C.	540	WHLN — Harlan, Ky.	446
WGY — Schenectady, N. Y.	537	WHLP — Centerville, Tenn.	606
WGYY — Greenville, Ala.	347	WHLS — Port Huron, Mich.	480
WHAB — Baxley, Ga.	408	WHMA — Anniston, Ala.	343
WHAI — Greenfield, Mass.	466	WHMP — Northampton, Mass.	467
WHAK — Rogers City, Mich.	480	WHNC — Henderson, N. C.	544

WHNY — McComb, Miss.	490	WIMO — Winder, Ga.	415
WHO — Des Moines, Ia.	436	WIMS — Michigan City, Ind.	432
WHOA — San Juan, P. R.	675	WINA — Charlottesville, Va.	643
WHOC — Philadelphia, Miss.	491	WINC — Winchester, Va.	649
WHOD — Homestead, Pa.	582	WIND — Chicago, Ill.	421
WHOK — Lancaster, Ohio	561	WING — Dayton, Ohio	560
WHOL — Allentown, Pa.	577	WINI — Murphysboro, Ill.	425
WHOM — New York, N. Y.	527	WINK — Ft. Myers, Fla.	394
WHOO — Orlando, Fla.	399	WINN — Louisville, Ky.	447
WHOP — Hopkinsville, Ky.	466	WINR — Binghamton, N. Y.	517
WHOS — Decatur, Ala.	346	WINS — New York, N. Y.	529
WHOT — Campbell, Ohio	556	WINX — Rockville, Md.	462
WHOW — Clinton, Ill.	422	WINZ — Miami, Fla.	398
WHP — Harrisburg, Pa.	581	WIOD — Miami, Fla.	398
WHPB — Belton, S. C.	598	WIOK — Tampa, Fla.	402
WHPE — High Point, N. C.	545	WION — Ionia, Mich.	476
WHRV — Ann Arbor, Mich.	470	WIOU — Kokomo, Ind.	431
WHSC — Hartsville, S. C.	601	WIP — Philadelphia, Pa.	589
WHSY — Hattiesburg, Miss.	488	WIPC — Lake Wales, Fla.	397
WHTB — Talladega, Ala.	351	WIPS — Ticonderoga, N. Y.	538
WHTC — Holland, Mich.	475	WIRA — Ft. Pierce, Fla.	395
WHTN — Huntington, W. Va.	657	WIRB — Enterprise, Ala.	346
WHUB — Cookeville, Tenn.	607	WIRC — Hickory, N. C.	545
WHUC — Hudson, N. Y.	522	WIRE — Indianapolis, Ind.	430
WHUM — Reading, Pa.	592	WIRJ — Humboldt, Tenn.	608
WHUN — Huntingdon, Pa.	582	WIRK — West Palm Beach, Fla.	403
WHVF — Wausau, Wis.	668	WIRL — Peoria, Ill.	426
WHVH — Henderson, N. C.	544	WIRO — Ironton, Ohio	561
WHVR — Hanover, Pa.	581	WIRY — Plattsburg, N. Y.	536
WHWB — Rutland, Vt.	642	WIS — Columbia, S. C.	599
WHWL — Nanticoke, Pa.	584	WISC — Madison, Wis.	664
WHXY — Bogalusa, La.	451	WISE — Asheville, N. C.	540
WHYL — Carisle, Pa.	579	WISH — Indianapolis, Ind.	431
WHYN — Holyoke-Springfield, Mass.	466	WISL — Shamokin, Pa.	593
WIAC — San Juan, P. R.	676	WISN — Milwaukee, Wis.	665
WIAM — Williamston, N. C.	551	WISO — Ponce, P. R.	675
WIBA — Madison, Wis.	664	WISP — Kinston, N. C.	546
WIBB — Macon, Ga.	411	WISR — Butler, Pa.	578
WIBC — Indianapolis, Ind.	430	WIST — Charlotte, N. C.	541
WIBG — Philadelphia, Pa.	585	WITA — San Juan, P. R.	676
WIBM — Jackson, Mich.	476	WITH — Baltimore, Md.	461
WIBR — Baton Rouge, La.	451	WITY — Danville, Ill.	422
WIBU — Poynette, Wis.	666	WITZ — Jasper, Ind.	431
WIBV — Belleville, Ill.	419	WIVI — Christiansted, V. I.	676
WIBW — Topeka, Kans.	443	WIVK — Knoxville, Tenn.	609
WIBX — Utica, N. Y.	538	WIVY — Jacksonville, Fla.	395
WICA — Ashtabula, Ohio	555	WIZE — Springfield, Ohio	563
WICC — Bridgeport, Conn.	385	WIZZ — Streator, Ill.	427
WICE — Providence, R. I.	597	WJAC — Johnstown, Pa.	583
WICH — Norwich, Conn.	388	WJAG — Norfolk, Neb.	505
WICK — Scranton, Pa.	592	WJAK — Jackson, Tenn.	608
WICY — Malone, N. Y.	522	WJAM — Marion, Ala.	348
WIDE — Biddeford, Me.	458	WJAN — Spartanburg, S. C.	603
WIEL — Elizabethtown, Ky.	445	WJAR — Providence, R. I.	597
WIFM — Elkin, N. C.	543	WJAS — Pittsburgh, Pa.	590
WIGM — Medford, Wis.	665	WJAT — Swainsboro, Ga.	413
WIKB — Iron River, Mich.	476	WJAX — Jacksonville, Fla.	395
WIKC — Bogalusa, La.	451	WJAY — Mullins, S. C.	602
WIKE — Newport, Vt.	642	WJAZ — Albany, Ga.	404
WIKK — Erie, Pa.	580	WJBC — Bloomington, Ill.	419
WIKY — Evanville, Ind.	429	WJBB — Haleyville, Ala.	347
WIL — St. Louis, Mo.	499	WJBK — Detroit, Mich.	472
WILD — Birmingham, Ala.	344	WJEO — Baton Rouge, La.	451
WILE — Cambridge, Ohio	556	WJBS — Deland, Fla.	394
WILK — Wilkes-Barre, Pa.	594	WJBW — New Orleans, La.	454
WILM — Wilmington, Del.	390	WJCD — Seymour, Ind.	432
WILO — Frankfort, Ind.	430	WJCM — Sebring, Fla.	401
WILS — Lansing, Mich.	477	WJDA — Quincy Mass.	468
WILY — Pittsburgh, Pa.	590	WJDX — Jackson, Miss.	489
WIMA — Lima, Ohio	561	WJEF — Grand Rapids, Mich.	475

WJEH — Gallipolis, Ohio	561	WKBL — Covington, Tenn.	607
WJEJ — Hagerstown, Md.	462	WKBN — Youngstown, Ohio	565
WJEM — Valdosta, Ga.	414	WKBO — Harrisburg, Pa.	581
WJER — Dover, Ohio	560	WKBR — Manchester, N. H.	509
WJET — Erie, Pa.	581	WKBS — Mineola, N. Y.	523
WJHL — Johnston City, Tenn.	608	WKBV — Richmond, Ind.	432
WJHO — Opelika, Ala.	350	WKBW — Buffalo, N. Y.	519
WJHP — Jacksonville, Fla.	395	WKBZ — Muskegon, Mich.	478
WJIG — Tullahoma, Tenn.	614	WKCT — Bowling Green, Ky.	444
WJIM — Lansing, Mich.	477	WKDA — Nashville, Tenn.	612
WJIV — Savannah, Ga.	413	WKDK — Newberry, S. C.	603
WJJD — Chicago, Ill.	422	WKDL — Clarksdale, Miss.	487
WJL — Niagara Falls, N. Y.	535	WKDN — Camden, N. J.	510
WJLM — Lewisburg, Tenn.	610	WKEI — Kewanee, Ill.	424
WJKO — Springfield, Mass.	468	WKEU — Griffin, Ga.	410
WJLB — Detroit, Mich.	472	WKEY — Covington, Va.	644
WJLD — Birmingham, Ala.	345	WKGK — Knoxville, Tenn.	609
WJLK — Asbury Park, N. J.	509	WKHM — Jackson, Mich.	476
WJLS — Beckley, W. Va.	656	WKIC — Hazard, Ky.	446
WJMA — Orange, Va.	647	WKID — Urbana, Ill.	428
WJMB — Brookhaven, Miss.	487	WKIK — Leonardtown, Md.	462
WJMC — Rice Lake, Wis.	667	WKIN — Kingsport, Tenn.	609
WJMJ — Philadelphia, Pa.	587	WKIP — Poughkeepsie, N. Y.	536
WJMR — New Orleans, La.	454	WKIX — Raleigh, N. C.	548
WJMS — Ironwood, Mich.	476	WKJB — Mayaguez, P. R.	675
WJMW — Athens, Ala.	343	WKJG — Ft. Wayne, Ind.	429
WJMX — Florence, S. C.	600	WKKO — Cocoa, Fla.	393
WJNC — Jacksonville, N. C.	545	WKLA — Ludington, Mich.	478
WJNO — West Palm Beach, Fla.	403	WKLC — St. Albans, W. Va.	659
WJOB — Hammond, Ind.	430	WKLE — Washington, Ga.	415
WJOC — Jamestown, N. Y.	522	WKLF — Clanton, Ala.	345
WJOI — Florence, Ala.	346	WKLJ — Sparta, Wis.	667
WJOL — Joliet, Ill.	424	WKLK — Cloquet, Minn.	482
WJON — St. Cloud, Minn.	485	WKLO — Louisville, Ky.	447
WJOT — Lake City, S. C.	602	WKLK — Blackstone, Va.	643
WJOY — Burlington, Vt.	642	WKLX — Paris, Ky.	449
WJPA — Washington, Pa.	594	WKLY — Hartwell, Ga.	410
WJPD — Ishpeming, Mich.	476	WKMC — Roaring Spring, Pa.	592
WJPF — Herrin, Ill.	424	WKMF — Flint, Mich.	474
WJPG — Green Bay, Wis.	663	WKMH — Detroit, Mich.	474
WJPR — Greenville, Miss.	488	WKMI — Kalamazoo, Mich.	477
WJPS — Evansville, Ind.	429	WKMT — Kings Mountain, N. C.	545
WJQS — Jackson, Miss.	489	WKNA — Charleston, W. Va.	656
WJR — Detroit, Mich.	472	WKNB — New Britain, Conn.	387
WJRD — Tuscaloosa, Ala.	351	WKNE — Keene, N. H.	508
WJRI — Lenoir, N. C.	546	WKNK — Muskegon, Mich.	479
WJSB — Crestview, Fla.	393	WKNX — Saginaw, Mich.	480
WJTN — Jamestown, N. Y.	522	WKNY — Kingston, N. Y.	522
WJUN — Mexico, Pa.	584	WKO — Hopkinsville, Ky.	446
WJVA — South Bend, Ind.	433	WKOK — Sunbury, Pa.	593
WJVB — Jacksonville Beach, Fla.	397	WKOP — Binghamton, N. Y.	517
WJWG — Conway, N. H.	508	WKO — Wellston, Ohio	565
WJWL — Georgetown, Del.	390	WKOW — Madison, Wis.	664
WJWS — South Hill, Va.	649	WKOX — Framingham, Mass.	465
WJXN — Jackson, Miss.	489	WKOY — Bluefield, W. Va.	656
WJZM — Clarksville, Tenn.	607	WKOZ — Kosciusko, Miss.	489
WKAB — Mobile, Ala.	349	WKPA — New Kensington, Pa.	584
WKAI — Macomb, Ill.	425	WKPT — Kingsport, Tenn.	609
WKAL — Rome, N. Y.	537	WKRC — Cincinnati, Ohio	557
WKAM — Goshen, Ind.	430	WKRK — Mobile, Ala.	349
WKAN — Kankakee, Ill.	424	WKR — Columbia, Tenn.	607
WKAP — Allentown, Pa.	577	WKRO — Cairo, Ill.	419
WKAQ — San Juan, P. R.	676	WKRS — Waukegan, Ill.	428
WKAT — Miami Beach, Fla.	399	WKRT — Cortland, N. Y.	519
WKAY — Glasgow, Ky.	445	WKRZ — Oil City, Pa.	585
WKBC — North Wilkesboro, N. C.	547	WKSB — Milford, Del.	390
WKBH — LaCrosse, Wis.	663	WKS — Pulaski, Tenn.	613
WKBI — St. Marys, Pa.	592	WKST — New Castle, Pa.	584
WKBJ — Milan, Tenn.	612	WKTG — Thomasville, Ga.	414
		WKTL — Kendallville, Ind.	431

WMGR — Bainbridge, Ga.	407	WNAT — Natchez, Miss.	490
WMGW — Meadville, Pa.	584	WNAU — New Albany, Miss.	490
WMGY — Montgomery, Ala.	349	WNAV — Annapolis, Md.	460
WMID — Atlantic City, N. J.	509	WNAW — North Adams, Mass.	467
WME — Miami, Fla.	398	WNAX — Yankton, S. Dak.	605
WMIK — Middlesboro, Ky.	448	WNFB — Binghamton, N. Y.	517
WMIL — Milwaukee, Wis.	665	WNBH — New Bedford, Mass.	467
WMIN — St. Paul, Minn.	485	WNBS — Murray, Ky.	448
WMIQ — Iron Mountain, Mich.	476	WNBT — Wellsboro, Pa.	594
WMIS — Natchez, Miss.	490	WNBZ — Saranac Lake, N. Y.	537
WMIX — Mt. Vernon, Ill.	425	WNCA — Silver City, N. C.	549
WMJM — Cordele, Ga.	409	WNCC — Barnsboro, Pa.	578
WMLP — Milton, Pa.	584	WNDB — Daytona Beach, Fla.	394
WMLS — Sylacauga, Ala.	351	WNDR — Syracuse, N. Y.	538
WMLT — Dublin, Ga.	410	WNBU — South Bend, Ind.	433
WMLV — Millville, N. J.	510	WNEB — Worcester, Mass.	469
WMMB — Melbourne, Fla.	398	WNEL — Caguas, P. R.	673
WMMN — Fairmont, W. Va.	657	WNER — Live Oak, Fla.	397
WMMT — McMinnville, Tenn.	611	WNES — Central City, Ky.	444
WMMW — Meriden, Conn.	387	WNEW — New York, N. Y.	527
WMNB — North Adams, Mass.	467	WNEX — Macon, Ga.	411
WMNC — Morganton, N. C.	547	WNGO — Mayfield, Ky.	448
WMNE — Menomie, Wis.	665	WNHC — New Haven, Conn.	388
WMOA — Marietta, Ohio	562	WNIX — Springfield, Vt.	642
WMOD — Moundsville, W. Va.	658	WNJR — Newark, N. J.	511
WMOG — Brunswick, Ga.	408	WNLA — Indianola, Miss.	489
WMOH — Hamilton, Ohio	561	WNLC — New London, Conn.	388
WMOK — Metropolis, Ill.	425	WNLK — Norwalk, Conn.	388
WMON — Montgomery, W. Va.	658	WNMP — Evanston, Ill.	423
WMOP — Ocala, Fla.	399	WNNC — Newton, N. C.	547
WMOR — Morehead, Ky.	448	WNNJ — Newton, N. J.	511
WMOU — Berlin, N. H.	508	WNNT — Warsaw, Va.	649
WMOX — Meridian, Miss.	490	WNOE — New Orleans, La.	454
WMOZ — Mobile, Ala.	349	WNOG — Naples, Fla.	399
WMPA — Aberdeen, Miss.	486	WNOK — Columbia, S. C.	600
WMPM — Smithfield, N. C.	550	WNOP — Newport, Ky.	448
WMPS — Memphis, Tenn.	612	WNOR — Norfolk, Va.	646
WMRB — Greenville, S. C.	601	WNOS — High Point, N. C.	545
WMRE — Monroe, Ga.	412	WNOW — York, Pa.	595
WMRF — Lewiston, Pa.	584	WNOX — Knoxville, Tenn.	609
WMRI — Marion, Ind.	432	WNPT — Tuscaloosa, Ala.	351
WMRN — Marion, Ohio	562	WNRC — New Rochelle, N. Y.	523
WMRO — Aurora, Ill.	419	WNRG — Grundy, Va.	645
WMRP — Flint, Mich.	474	WNRI — Woodsocket, R. I.	597
WMRY — New Orleans, La.	454	WNRV — Narrows, Va.	646
WMSA — Massena, New York	523	WNTM — Vero Beach, Fla.	403
WMSC — Columbia, S. C.	599	WNVA — Norton, Va.	646
WMSL — Decatur, Ala.	346	WNXT — Portsmouth, Ohio	563
WMSN — Raleigh, N. C.	548	WOAI — San Antonio, Texas	635
WMT — Cedar Rapids, Iowa	434	WOAP — Owosso, Mich.	479
WMTA — Central City, Ky.	444	WOAY — Oak Hill, W. Va.	658
WMTC — Vanceleve, Ky.	450	WOBS — Jacksonville, Fla.	396
WMT E — Manistee, Mich.	478	WOBT — Rhinelander, Wis.	667
WMTM — Moultrie, Ga.	412	WOC — Davenport, Iowa	435
WMTR — Morristown, N. J.	510	WOGB — West Yarmouth, Mass.	469
WMTS — Murfreesboro, Tenn.	612	WOCH — North Vernon, Ind.	432
WMUR — Manchester, N. H.	509	WOHI — East Liverpool, Ohio	560
WMUS — Muskegon, Mich.	479	WOHO — Toledo, Ohio	563
WMUU — Greenville, S. C.	601	WOHP — Bellefontaine, Ohio	555
WMVA — Martinsville, Va.	646	WOHS — Shelby, N. C.	549
WMVG — Milledgeville, Ga.	412	WOIC — Columbia, S. C.	600
WMVO — Mt. Vernon, Ohio	562	WOKB — Memphis, Tenn.	611
WMYB — Myrtle Beach, S. C.	602	WOKE — Oak Ridge, Tenn.	613
WMYR — Ft. Myers, Fla.	394	WOKJ — Jackson, Miss.	489
WNAB — Bridgeport, Conn.	385	WOKO — Albany, N. Y.	516
WNAC — Boston, Mass.	464	WOKW — Sturgeon Bay, Wis.	668
WNAE — Warren, Pa.	594	WOKY — Milwaukee, Wis.	665
WNAG — Grenada, Miss.	488	WOKZ — Alton, Ill.	419
WNAH — Nashville, Tenn.	612	WOLW — Washington, D. C.	391
WNAM — Neenah, Wis.	666	WOLF — Syracuse, N. Y.	538
WNAR — Norristown, Pa.	585	WOLS — Florence, S. C.	600

WOMI — Owensboro, Ky.	448	WPLA — Plant City, Fla.	400
WOMT — Manitowoc, Wis.	664	WPLH — Huntington, W. Va.	657
WOND — Pleasantville, N. J.	511	WPLM — Plymouth, Mass.	468
WONE — Dayton, Ohio	560	WPLY — Plymouth, Wis.	666
WONN — Lakeland, Fla.	397	WPME — Punxsutawney, Pa.	591
WONW — Defiance, Ohio	560	WPMP — Pascagoula, Miss.	491
WOOD — Grand Rapids, Mich.	475	WPNF — Brevard, N. C.	541
WOOF — Dothan, Ala.	346	WPNX — Phenix City, Ala.	350
WOOK — Washington, D. C.	391	WPON — Pontiac, Mich.	479
WOOW — New Bern, N. C.	547	WPOR — Portland, Me.	459
WOPA — Oak Park, Ill.	425	WPPA — Pottsville, Pa.	591
WOPJ — Bristol, Tenn.	606	WPPA — Mayaguez, P. R.	675
WOR — New York, N. Y.	529	WPRC — Lincoln, Ill.	424
WORA — Mayaguez, P. R.	675	WPRE — Prairie du Chien, Wis.	666
WORC — Worcester, Mass.	469	WPRO — Providence, R. I.	597
WORD — Spartanburg, S. C.	603	WPRP — Ponce, P. R.	675
WORK — York, Pa.	595	WPRS — Paris, Ill.	426
WORL — Boston, Mass.	464	WPRT — Prestonburg, Ky.	449
WORX — Madison, Ind.	431	WPRY — Perry, Fla.	400
WORZ — Orlando, Fla.	400	WPTF — Raleigh, N. C.	548
WOSA — Wausau, Wis.	668	WPTR — Albany, N. Y.	516
WOSC — Fulton, N. Y.	521	WPTS — Pittston, Pa.	591
WOSH — Oshkosh, Wis.	666	WPTW — Piqua, Ohio	562
WOTR — Corry, Pa.	580	WPIX — Lexington Park, Md.	462
WOTW — Nashua, N. H.	509	WPUV — Pulaski, Va.	647
WOV — New York, N. Y.	533	WQAM — Miami, Fla.	398
WOW — Omaha, Neb.	506	WQBC — Vicksburg, Miss.	491
WOWL — Florence, Ala.	346	WQIK — Jacksonville, Fla.	396
WOWO — Ft. Wayne, Ind.	430	WQOK — Greenville, S. C.	600
WOXF — Oxford, N. C.	548	WQSN — Charleston, S. C.	599
WOZK — Ozark, Ala.	350	WQUA — Moline, Ill.	425
WPAB — Ponce, P. R.	675	WQXI — Atlanta, Ga.	407
WPAC — Patchogue, N. Y.	535	WQXR — New York, N. Y.	535
WPAD — Paducah, Ky.	449	WRAC — Racine, Wis.	666
WPAG — Ann Arbor, Mich.	470	WRAD — Radford, Va.	647
WPAL — Charleston, S. C.	599	WRAG — Carrollton, Ala.	345
WPAM — Pottsville, Pa.	591	WRAX — Williamsport, Pa.	595
WPAQ — Mt. Airy, N. C.	547	WRAL — Raleigh, N. C.	548
WPAR — Parkersburg, W. Va.	659	WRAP — Norfolk, Va.	646
WPAT — Paterson, N. J.	512	WRAW — Reading, Pa.	592
WPAW — Pawtucket, Pa.	597	WRAY — Princeton, Ind.	432
WPAX — Thomasville, Ga.	414	WRBC — Jackson, Miss.	489
WPAY — Portsmouth, Ohio	563	WRBL — Columbus, Ga.	409
WPAZ — Pottstown, Pa.	591	WRC — Washington, D. C.	391
WPBB — Jackson, Ala.	348	WRCA — New York, N. Y.	533
WPBC — Minneapolis, Minn.	484	WRCD — Dalton, Ga.	409
WPCF — Panama City, Fla.	400	WRCO — Richland Center, Wis.	667
WPCO — Mt. Vernon, Ind.	432	WRCV — Philadelphia, Pa.	587
WPCT — Putnam, Conn.	389	WRCS — Athens, N. C.	540
WPDM — Potsdam, N. Y.	536	WRDB — Reidsburg, Wis.	667
WPDQ — Jacksonville, Fla.	396	WRDO — Augusta, Me.	458
WPDR — Portage, Wis.	666	WRDW — Augusta, Ga.	407
WPDY — Clarksburg, W. Va.	657	WREB — Holyoke, Mass.	466
WPEN — Philadelphia, Pa.	587	WREC — Memphis, Tenn.	612
WPEO — Peoria, Ill.	426	WREL — Lexington, Va.	645
WPEP — Taunton, Mass.	468	WREN — Topeka, Kans.	443
WPET — Greensboro, N. C.	544	WREV — Reidsville, N. C.	548
WPFA — Pensacola, Fla.	400	WRFC — Athens, Ga.	404
WPFB — Middletown, Ohio	562	WRFD — Worthington, Ohio	565
WPDF — Darlington, S. C.	600	WRFS — Alexander City, Ala.	343
WPFJ — Park Falls, Wis.	666	WRFW — Eau Claire, Wis.	662
WPGC — Morningside, Md.	462	WRGA — Rome, Ga.	412
WPGW — Portland, Ind.	432	WRGS — Rogersville, Tenn.	613
WPIC — Sharon, Pa.	593	WRHC — Jacksonville, Fla.	397
WPID — Piedmont, Ala.	350	WRHI — Rock Hill, S. C.	603
WPIK — Alexandria, Va.	643	WRIB — Providence, R. I.	597
WPIN — St. Petersburg, Fla.	401	WRIC — Richlands, Va.	647
WPIT — Pittsburgh, Pa.	590	WRIO — Rio Piedras, P. R.	675
WPKE — Pineville, Ky.	449	WRIS — Roanoke, Va.	648
WPKO — Waverly, Ohio	565	WRIT — Milwaukee, Wis.	665
WPKY — Princeton, Ky.	449	WRIV — Riverhead, N. Y.	536

WRJN — Racine, Wis.	666	WSLB — Ogdensburg, N. Y.	535
WRJW — Picayune, Miss.	491	WSLI — Jackson, Miss.	489
WRKD — Rockland, Me.	459	WSLM — Salem, Ind.	432
WRLD — West Point, Ga.	415	WSLS — Roanoke, Va.	648
WRMA — Montgomery, Ala.	349	WSM — Nashville, Tenn.	613
WRMN — Elgin, Ill.	423	WSMB — New Orleans, La.	454
WRNL — Richmond, Va.	648	WSMI — Litchfield, Ill.	425
WRNY — Rochester, N. Y.	537	WSMT — Sparta, Tenn.	614
WROB — West Point, Miss.	492	WSNJ — Bridgeton, N. J.	510
WROD — Daytona Beach, Fla.	394	WSNW — Seneca, S. C.	603
WROK — Rockford, Ill.	427	WSNY — Schenectady, N. Y.	538
WROL — Knoxville, Tenn.	609	WSOK — Nashville, Tenn.	613
WROM — Rome, Ga.	412	WSON — Henderson, Ky.	446
WRON — Ronceverte, W. Va.	659	WSOC — Charlotte, N. C.	541
WROS — Scottsboro, Ala.	350	WSOO — Sault Ste. Marie, Mich.	481
WROV — Roanoke, Va.	648	WSOY — Decatur, Ill.	422
WROW — Albany, N. Y.	516	WSPA — Spartanburg, S. C.	603
WROX — Clarksdale, Miss.	487	WSPB — Sarasota, Fla.	401
WROY — Carmi, Ill.	419	WSPC — Anniston, Ala.	343
WRPB — Warner Robbins, Ga.	414	WSPD — Toledo, Ohio	565
WRR — Dallas, Tex.	622	WSPN — Saratoga Springs, N. Y.	537
WRRF — Washington, N. C.	551	WSPR — Springfield, Mass.	468
WRRR — Rockford, Ill.	427	WSPT — Stevens Point, Wis.	667
WRRZ — Clinton, N. C.	542	WSRC — Durham, N. C.	542
WRSW — Warsaw, Ind.	433	WSRS — Cleveland, Ohio	559
WRTA — Altoona, Pa.	577	WSSB — Durham, N. C.	542
WRUF — Gainesville, Fla.	395	WSSC — Sumter, S. C.	604
WRUM — Rumford, Me.	460	WSSO — Starkville, Miss.	491
WRUN — Utica, N. Y.	538	WSSV — Petersburg, Va.	647
WRUS — Russellville, Ky.	449	WSTA — St. Thomas, V. I.	676
WRVA — Richmond, Va.	648	WSTC — Stamford, Conn.	389
WRWB — Kissimmee, Fla.	397	WSTN — St. Augustine, Fla.	401
WRXO — Roxboro, N. C.	549	WSTP — Salisbury, Md.	549
WSAC — Radcliffe, Ky.	449	WSTR — Sturgis, Mich.	481
WSAI — Cincinnati, Ohio	557	WSTU — Stuart, Fla.	402
WSAL — Logansport, Ind.	431	WSTV — Steubenville, Ohio	563
WSAM — Saginaw, Mich.	480	WSUH — Oxford, Miss.	491
WSAN — Allentown, Pa.	577	WSUN — St. Petersburg, Fla.	401
WSAR — Fall River, Mass.	465	WSUX — Seaford, Del.	390
WSAT — Salisbury, N. C.	549	WSVA — Harrisonburg, Va.	645
WSAU — Wausau, Wis.	668	WSVS — Crewe, Va.	644
WSAV — Savannah, Ga.	413	WSWN — Belle Glade, Fla.	393
WSAY — Rochester, N. Y.	537	WSWW — Platteville, Wis.	666
WSAZ — Huntington, W. Va.	657	WSYB — Rutland, Vt.	642
WSB — Atlanta, Ga.	407	WSYD — Mt. Airy, N. C.	547
WSBA — York, Pa.	595	WSYL — Sylvania, Ga.	413
WSBB — New Smyrna Beach, Fla.	399	WSYR — Syracuse, N. Y.	538
WSBC — Chicago, Ill.	422	WTAB — Tabor City, N. C.	550
WSBT — South Bend, Ill.	433	WTAC — Flint, Mich.	475
WSCR — Scranton, Pa.	593	WTAD — Quincy, Ill.	426
WSDR — Sterling, Ill.	427	WTAG — Worcester, Mass.	469
WSEV — Sevierville, Tenn.	613	WTAL — Tallahassee, Fla.	402
WSFA — Montgomery, Ala.	349	WTAN — Clearwater, Fla.	393
WSFB — Quitman, Ga.	412	WTAO — Cambridge, Mass.	465
WSFC — Somerset, Ky.	450	WTAQ — La Grange, Ill.	424
WSFT — Thomaston, Ga.	414	WTAR — Norfolk, Va.	646
WSGC — Elberton, Ga.	410	WTAW — College Station, Tex.	619
WSGN — Birmingham, Ala.	345	WTAX — Springfield, Ill.	427
WSGW — Saginaw, Mich.	481	WTBC — Tuscaloosa, Ala.	351
WSHB — Stillwater, Minn.	485	WTBF — Troy, Ala.	351
WSHE — Sheboygan, Wis.	667	WTBO — Cumberland, Md.	461
WSIC — Statesville, N. C.	550	WTCB — Flomaton, Ala.	346
WSID — Baltimore, Md.	461	WTCH — Shawano, Wis.	667
WSIG — Mt. Jackson, Va.	646	WTCJ — Tell City, Ind.	433
WSIP — Paintsville, Ky.	449	WTCM — Traverse City, Mich.	481
WSIR — Winter Haven, Fla.	404	WTCN — Minneapolis, Minn.	484
WSIV — Pekin, Ill.	426	WTCO — Campbellsville, Ky.	444
WSIX — Nashville, Tenn.	613	WTCR — Ashland, Ky.	444
WSJS — Winston-Salem, N. C.	552	WTCS — Fairmont, W. Va.	657
WSKI — Montpelier-Barre, Vt.	642	WTCW — Whitesburg, Ky.	450
WSKY — Asheville, N. C.	540	WTEL — Philadelphia, Pa.	589

WTHI — Terre Haute, Ind.	433	WVDA — Boston, Mass.	464
WTIC — Hartford, Conn.	387	WVEC — Hampton, Va.	645
WTIK — Durham, N. C.	542	WVET — Rochester, N. Y.	537
WTIL — Mayaguez, P. R.	675	WVIM — Vicksburg, Miss.	491
WTIM — Taylorville, Ill.	428	WVJP — Caquas, P. R.	673
WTIP — Charleston, W. Va.	656	WVJS — Owensboro, Ky.	448
WTIV — Titusville, Pa.	593	WVKO — Columbus, Ohio	560
WTIX — New Orleans, La.	455	WVLK — Lexington, Ky.	446
WTJH — East Point, Ga.	410	WVLN — Olney, Ill.	425
WTJS — Jackson, Tenn.	608	WVMC — Mount Carmel, Ill.	425
WTKM — Hartford, Wis.	663	WVMI — Bilouxi, Miss.	486
WTLS — Tallahassee, Fla.	351	WVNA — Tuscumbia, Ala.	352
WTMA — Charleston, S. C.	599	WVNJ — Newark, N. J.	511
WTMC — Ocala, Fla.	399	WVOK — Birmingham, Ala.	345
WTMJ — Milwaukee, Wis.	665	WVOP — Vidalia, Ga.	414
WTMV — East St. Louis, Ill.	423	WVOS — Liberty, N. Y.	522
WTNC — Thomasville, N. C.	550	WVOT — Wilson, N. C.	551
WTND — Orangeburg, S. C.	603	WVOW — Logan, W. Va.	658
WTNJ — Trenton, N. J.	512	WVPO — Stroudsburg, Pa.	593
WTNS — Coshocton, Ohio	560	WVSC — Somerset, Pa.	593
WTNT — Tallahassee, Fla.	402	WWBG — Bowling Green, Ohio	556
WTOB — Winston-Salem, N. C.	552	WWBZ — Vineland, N. J.	512
WTOC — Savannah, Ga.	413	WWCA — Gary, Ind.	430
WTOD — Toledo, Ohio	563	WWCO — Waterbury, Conn.	389
WTOE — Spruce Pine, N. C.	550	WWDC — Washington, D. C.	391
WTOK — Meridian, Miss.	490	WWEZ — New Orleans, La.	454
WTOL — Toledo, Ohio	565	WWGP — Sanford, N. C.	549
WTON — Staunton, Va.	649	WWGS — Tilton, Ga.	414
WTOP — Washington, D. C.	391	WWHG — Hornell, N. Y.	521
WTOR — Torrington, Conn.	389	WWIL — Ft. Lauderdale, Fla.	394
WTOW — Towson, Mo.	463	WWIN — Baltimore, Md.	461
WTPR — Paris, Tenn.	613	WWIT — Canton, N. C.	541
WTPS — New Orleans, La.	455	WWJ — Detroit, Mich.	474
WTRB — Ripley, Tenn.	613	WWKY — Winchester, Ky.	450
WTRC — Elkhart, Ind.	429	WWL — New Orleans, La.	454
WTRL — Bradentown, Fla.	393	WWNC — Asheville, N. C.	540
WTRN — Tyrone, Pa.	594	WWNH — Rochester, N. H.	509
WTRP — LaGrange, Ga.	411	WWNR — Beckley, W. Va.	656
WTRR — Sanford, Fla.	401	WWNS — Statesboro, Ga.	413
WTRW — Two Rivers, Wis.	668	WWNY — Watertown, N. Y.	539
WTRX — Bellaire, Ohio	555	WWOC — Manitowoc, Wis.	664
WTRY — Troy, N. Y.	538	WWOD — Lynchburg, Va.	645
WTSA — Brattleboro, Vt.	641	WWOK — Charlotte, N. C.	542
WTSB — Lumberton, N. C.	546	WWOL — Buffalo, N. Y.	519
WTSL — Hanover-Lebanon, N. H.	508	WWON — Woonsocket, R. I.	597
WTSP — St. Petersburg, Fla.	401	WWPA — Williamsport, Pa.	595
WTSV — Claremont, N. H.	508	WWPB — Miami, Fla.	398
WTTB — Vero Beach, Fla.	403	WWPF — Palatka, Fla.	400
WTTM — Port Huron, Mich.	480	WWPG — Palm Beach, Fla.	400
WTTN — Trenton, N. J.	512	WWRL — Woodside, N. Y.	539
WTTU — Watertown, Wis.	668	WWSC — Glens Falls, N. Y.	521
WTRR — Westminster, Md.	463	WWSR — St. Albans, Vt.	642
WTTT — Bloomington, Ind.	428	WWST — Wooster, Ohio	565
WTUP — Tupelo, Miss.	491	WWSW — Pittsburgh, Pa.	591
WTUS — Tuskegee, Ala.	352	WWVA — Wheeling, W. Va.	661
WTUX — Wilmington, Del.	390	WWWB — Jasper, Ala.	348
WTVB — Coldwater, Mich.	472	WWWF — Fayette, Ala.	346
WTVL — Waterville, Me.	460	WWWR — Russellville, Ala.	350
WTVN — Columbus, Ohio	560	WWWW — Rio Piedras, P. R.	675
WTWA — Thomson, Ga.	414	WVYO — Pineville, W. Va.	659
WTXL — Springfield, Mass.	468	WXAL — Demopolis, Ala.	346
WTWN — St. Johnsbury, Vt.	642	WXGI — Richmond, Va.	648
WTYC — Rock Hill, S. C.	603	WXLW — Indianapolis, Ind.	431
WTYN — Tryon, N. C.	550	WXOK — Baton Rouge, La.	451
WTYS — Marianna, Fla.	397	WXRA — Buffalo, N. Y.	519
WULA — Eufula, Ala.	346	WXRF — Guayama, P. R.	675
WUSJ — Lockport, N. Y.	522	WXYZ — Detroit, Mich.	474
WUST — Washington, D. C.	391	WYVE — Wytheville, Va.	649
WVAM — Altoona, Pa.	577	WZIP — Covington, Ky.	445
WVCG — Coral Gables, Fla.	393	WZOB — Ft. Payne, Ala.	347
WVCH — Chester, Pa.	579		

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. 639
News Service. AP
Transcription Service. World
Pres. Gen. Mgr. Pat M. Courington
Prog. Dir. Bill Hagler

WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By. Piedmont Service Corp.
Business-Studio Address. 138 Main St.
Phone: Adams 4-2566. Air Time: Daytime
News Service. UP
Transcription Service. Thesaurus
Representative. Sears & Ayer
President. James L. Coley
Gen.-Station Mgr. Jim Whatley
Membership. NARTB, RAB
Sls. Prom. Mgr., Chief Eng. C. H. Whatley

WCTA—Andalusia—1946 MBS-KBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By. Andalusia Bcstg. System
Address. Sanford Rd.
Phone: 1340. Air Time: Full Time
News Service. AP
Transcription Service. RCA
Representative. Dora Clayton
Membership. NARTB, RAB
Pres., Gen. Sta. Mgr. Dige Bishop
Commercial Manager. Don Cooke
Program Director. Barbara Nicholson
Publicity Director. Bart Pryor
Chief Engineer. J. Dige Bishop

WANA—Anniston—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned. C. L. Graham
Address. Box 937
Phone: 6-9201. Air Time: Full Time
News Service. UP
Sta. Rep. McGillvra, Inc.
Co-Owner. Cary L. Graham
Gen., Sta. Mgr. Mac M. Thomas
Commercial Mgr. Mary McCrelles
Sales Prom. Mgr. Bill Jenkins
Program Dir. Jim Paul
Publicity Dir. Bill Nelson
Chief Engineer. R. C. Watson

WHMA—Anniston—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Anniston Bcstg. Co., Inc.
Business-Studio Address. Radio Bldg.
Phone: Adams 6-7545. Air Time: Full Time
Newspaper Affil. Anniston Star
Transcription Service. World, Thesaurus
Representative. Sears & Ayer
Membership. NARTB
President. Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street

Program Director. Rosamond Ponder
Publicity Director. E. Cody Hall
Sales Prom. Mgr. W. Hall Wray
Chief Engineer. James A. Hudson

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: AD 6-8291. Air Time: Unlimited
News Service. AP
Transcription Service. Standard
Representative. Walker & Dora-Clayton
Pres., Gen., Sta. Mgr. W. S. Weatherly
Program Director. Rosebud Waldrop
Chief Engineer. Harry Dickinson

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. SESAC, Library Service
News Service. AP
Pres.-Gen. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Marjorie Jones

WATM—Atmore—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By. Southland Bcstg. Co.
Phone. 50
Address. P. O. Box 59
News Service. AP
Membership. NARTB
Transcription Service. World
Pres., Gen., Sta. Mgr. T. C. Miniard
Comm. Mgr., Prog. Dir. Julia Miniard
Chief Engineer. T. C. Miniard

WAUD—Auburn—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Auburn Bcstg. Co.
Address. Box 231
Phone: 1240. Air Time: Full Time
Pres., Gen.-Sta., Com. Mgr. Elmer G. Salter
Sales Prom. Dir. Bobbie Sanders
Chief Engineer. Avery Baswell
Prog., Pub. Dir. Margaret White

WBCO—Bessemer—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned. Bessemer Bcstg. Co., Inc.
Business Address. Box 510
Phone: 5-5241. Air Time: Full Time
News Service. UP
Representative. Forjoe, Clayton-Cossee
Membership. NARTB
Gen. & Comm. Mgr. Eugene P. Weil
Pres. J. E. Lanier
Program Director. Bruce Payne
Chief Engineer. Jack Warden

WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc. Power: 10,000 Watts

Owned-Oper. By . . . Alabama Bcstg. System, Inc.
 Address P. O. Box 2559
 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

WBRC—Birmingham—1925
CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Storer Bcstg. Co., Inc.
 Address 1727½ 2nd Ave., N.
 Phone: 7-3172 Air Time: Full Time
 News Service AP
 Transcription Service Capitol, Standard
 Representative Katz
 Membership NARTB, RAB
 President George B. Storer
 Gen. Mgr. James E. Bailey
 Comm. Sales Prom. Mgr. Lionel Baxter
 Local Sales Mgr. Richard Stephen
 Pub., Prog. Dir. Fox Lightfoot
 Chief Engineer Robert L. DuPriest

WCRT—Birmingham—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chapman Radio-TV Co.
 Business Address 725 S. 22nd St.
 Phone Number 7-3019 Air Time: Day
 News Service UP

Trans. Service Standard
 Membership NARTB
 President W. A. Chapman
 Gen., Sta., Com., Sls. Mgr. Rudy C. Clark
 Prog. Dir., Chief Eng. George K. Chapman

WEDR—Birmingham—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 40925 Air Time: Day
 News Service UP
 Representative McGillvra
 President J. L. Doss
 Gen. Mgr. John A. Thompson

WEZB—Birmingham—1953

Frequency: 1320 Kc. Power: 1 Kw. d.
 Owned . . . Gene Newman & Emory M. McElroy
 Address Dinkler-Tutwiler Hotel
 Phone: 4-4641 Air Time: Daytime
 News Service INS
 Membership NARTB
 Pres., Gen. Sta. Mgr. Gene Newman
 Comm. Mgr. Gaines Allen
 Sales Prom. Mgr. Margaret Armfield
 Prog. Dir. Ward McIntyre
 Publicity Dir. Gene Newman
 Chief Engineer Bill Waldrip

WILD—Birmingham—1946
MBS

Frequency: 850 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By Gordon Ala. Bcstg. Co.
 Address 1901 Montgomery Hi-way

**Now! BIRMINGHAM'S
 NEW SELLING SOUND!**

wild

IN BIRMINGHAM
 EVERYBODY LOVES
 THE NEW SOUND ON
wild
 GORDON
 BROADCASTING CO.
 Sherwood R. Gordon
 Pres. & Co.
 Charles A. Clark,
 Vice President and
 Managing Director
 Nat'l. Representatives
 BURKE STEWART

SHOWMANSHIP is the key to Birmingham's new radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co

On WILD-Radio there's excitement for listeners — excitement for advertisers — sales excitement that means in Birmingham your best radio buy is the new WILD!

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!



Phone: 4-4511.....Air Time: Full Time
News ServiceUP
MembershipNARTB
President.....Sherwood D. Gordon
Gen., Sta., Comm. Mgr....George L. Sutherland
Commercial Mgr......J. B. Roberts
Program Director.....Richard Bennick
Publicity Director.....Arthur Plaut
Chief Engineer.....Ray Lowery

WJLD—Birmingham—1942

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Phone: 54-3466.....**Air Time:** Full Time
News ServiceAP
Representative.....W. J. Rambeau
President.....George Johnston, Jr.
Gen. Manager.....James Connolly
Program Director.....Harry Herrod
Sales Prom. Man......W. McKinstry
Pub. Dir......Mary Vail
Comm. Manager.....Joe Brewer
Chief Engineer.....Cliff Goggins

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.....G. G. Puett
Sales Mgr......J. T. Tuggle
News Dir......Doug Carter
Program Dir......W. L. Steadman

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
Transcription Service.....World
Representative...Venard, Rintoul, & McConnell
Membership.....NARTB
Pres., Gen. Mgr......Bascom Hopson

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 ServiceUP
Representative.....Radio-TV Reps., Inc.
Membership.....NARTB
Pres., Gen. Sta. Mgr......Iralee W. Benms
Sls., Pub. Mgr., Prog. Dir......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 ServiceAP

Membership.....NARTB, RAB
Representative.....Dora-Clayton
Pres......W. Emmett Brooks
Gen. Mgr......Charles E. Land

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 ServiceUP
Trans. Service.....World
Membership.....NARTB
President.....R. E. Hook
General Manager.....J. C. Sauceman
Prog. Dir., Comm. Mgr......Jack Cochran
Chief Engineer.....D. H. Livingston

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 ServiceAP
Transcription Service.....World
Representative.....Continental Radio Sales
Membership.....NARTB
President.....Dr. J. Kelley Robinson
Pgm., Pub. Dir......Helen Parrish

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 ServiceAP
Transcription Service.....Associated
Membership.....NARTB, RAB
Gen., Comm. Mgr......B. C. Eddins

WKUL—Cullman—1946
 MBS-KBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Address.....Drawer 620
Phone: 863.....**Air Time:** Full Time
News ServiceUP
Gen. Mgr......Hudson C. Miller, Jr.
Program Director.....Bob Dunnivant

WAJF—Decatur—1953

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Morgan County Bcstg. Co.
Business Address.....Box 1522
Phone: 4016.....**Air Time:** Full Time
News ServiceUP
Transcription Service.....Lang-Worth
Station Representative.....Sears & Ayer, Inc.
President.....J. B. Falt, Jr.
Gen., Sta., Comm. Mgr......Ralph Mann
Sls. Prom. Mgr., Prog. Dir......Tom King
Chief Engineer.....Ed Buxton

WHOS—Decatur—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: No. Alabama Bcstg. Co.
 Business-Studio Address: Johnston St.
 Phone: 991 Air Time: Full Time
 News Service: AP
 Representative: Joseph Hershey McGillvra
 Transcription Service: World
 Membership: NARTB, RAB
 Partners: Barrett C. Shelton, John J. Jones
 Gen., Comm. Mgr.: J. C. Fout
 Pgm. Dir.: Bob Dean
 Sls. Prom. Mgr.: Ross Hawkins
 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
 Membership: NARTB
 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

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
 Newspaper Aff.: Decatur Daily
 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
 Publicity Dir.: J. Acree

WDIG—Dothan—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Houston Bcsters.
 Business-Studio Address: 208 N. Oates St.
 Phone: 3-4100 Air Time: Full Time
 News Service: UP
 Trans. Service: Thesaurus
 Representative: Benton Paschall
 Pres., Gen. Mgr.: Jess Swicegood
 Prog. Dir.: J. Holloway
 Chief Engineer: Wiley Grissom

WOOF—Dothan—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.
 Owned-Oper. By: The WOOF Trust
 Business-Studio Address: Columbia Highway
 Phone Number 3-0560 Air Time: Day
 Representative: Dora-Clayton, Thomas F. Clark
 Membership: NARTB, RAB
 General Manager: Agatha Gay
 Sta., Sls., Prog. Dir.: 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.
 Address: Dothan Highway
 Phone: 30 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Gen. Mgr.: R. E. James
 Comm. Mgr.: Fred S. Watson

WULA—Eufaula—1948—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.
 Address: Box 301
 Phone Number: 745 Air Time: Full Time
 News Service: UP
 Gen. Mgr.: Edward B. Fussell
 Sta., Comm. Mgr., Prog. Dir., Eng.: R. Hoffman

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
 Membership: RAB
 News Service: UP
 President: W. W. Bankhead
 Sta. Mgr.: Jack Black
 Chief Engineer: Donald Estes

WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 d.
 Owned-Oper. By: Tri-City Bcstg. Co.
 Address: c/o W. L. Kline, Box 218

WJOI—Florence—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Florence Bcstg. Co., Inc.
 Address: 850 S. Court St.
 Phone: 2608 Air Time: Full Time
 News Service: AP
 Transcription Service: SESAC
 Pres., Gen. Mgr.: Joe T. Van Sandt
 Sta., Comm. Sls. Mgr.: J. W. Phillips
 Prog., Pub. Dir.: G. Manush
 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
President.....Richard B. Biddle
General Mgr......Bill Mapes
Commercial Manager.....R. S. Walker, Sr.
Sales Prom. Mgr......Whit Patch
Program Director.....Jimmy Hall
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
Publicity Dir......Dick Killebrew
Program Director.....Jim Stewart
Chief Engineer.....Cliff Shelkofsky

WFPA—Ft. Payne—1949

Frequency: 1400 Kc.....**Power:** 250 watts
Owned.....Gothberg Community Bdcstg.
Address.....Box 391
Phone: 643.....**Air Time:** Full Time
Sta. Rep......Con. Radio Sls.
Pres., Prog. Dir......George Gothberg
Gen. Mgr......Ozelle Gothberg
Comm., Sls. Mgr......Adis Childers

WZOB—Ft. Payne—1950—KBS

Frequency: 1250 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Phone: 1250.....**Air Time:** Daytime
News Service.....UP
Transcription Service.....Thesaurus
General Sta. Manager.....Glenn M. Gravitt
Comm., Sls. Prom. Mgr......N. B. Haston
Program Dir......Jack C. Dobbs
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
Representative.....McGillvra
Publicity Dir......F. L. Pierle
President.....Cary L. Graham
Commercial Manager.....Velma Mote
Program Director.....Billy Banks
Chief Engineer.....Calvin Williamson

WGAD—Gadsden—1947—ABC

Freq.: 1350 Kc.....**Power:** 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Box 351
Phone: 6-1611.....**Air Time:** Full Time
News Service.....AP

Representative.....Rambeau, D. Clayton
Membership.....NARTB
Pres., Gen. Mgr......James L. Garrett
Program Director.....Boyd Parsons

WCAS—Gadsden—1947

Frequency: 570 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Transcription.....Associated
Representative.....Grant Webb
Membership.....NARTB
Gen. Mgr......J. P. Kirby

WGEA—Geneva—1953

Frequency: 1150 Kw.....**Power:** 1000 Watts d.
Owned-Oper. By.....Geneva County Reaper
Business Address.....Geneva
Phone Number.....456
Newspaper Affil......Geneva County Reaper
News Service.....AP
Transcription Service.....World
Representative.....Continental
Membership.....NARTB, RAB
President.....Howard Scott
Gen. Sta. Mgr. Ch. Eng......J. C. Williams
Program Director.....J. C. Helms
Comm. Mgr., Pub. Dir......Hazel Williams
Sls. Prom. Mgr......S. L. Sanders

WGYV—Greenville—1948

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
Gen. Mgr......W. H. Miller, Jr.
Prog. Dir......L. S. Harrison
Chief Engineer.....J. D. Bell

WGSV—Guntersville—1950

KBS

Frequency: 1270 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone: 4131.....**Air Time:** Daytime
News Service.....UP
Membership.....NARTB
President.....H. E. Moore
Gen., Sta., Comm. Mgr......Edward Z. Carrell
Chief Engineer.....Lavelle Jackson

WJBB—Haleyville—1949

MBS-KBS

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Haleyville Bcstg. Co.
Phone: 389.....**Air Time:** Full Time
Membership.....ABA
Representative.....Indie Sales
President.....W. P. Thielens

Gen. Sta. Mgr. J. L. Slatton
 Program Director. Pat Slatton
 Publicity Dir. Betty Tittle
 Chief Engineer. Paul Kelly

WERH—Hamilton—1950
KBS

Frequency: 970 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Marion County Bcstg. Co.
 Address Box 187
 Phone: 3481. Air Time: Daytime
 News Service UP
 Transcription Service. SESAC
 Representative. Hill F. Best Co.
 President, Gen. Mgr. Hugh Flite
 Sta., Sales, Mgr. C. B. Tucker
 Publ., Prog. Dir. Edgar L. Clayton
 Chief Engineer. C. B. Tucker

WBHP—Huntsville—1937
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Wilton H. Pollard
 Bus.-Studio Address. 318 W. Clinton St.
 Phone: JE 2-3521. Air Time: Full Time
 President, Gen. Mgr. Wilton H. Pollard

WFUN—Huntsville—1946
ABS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Huntsville Bcstg. Co., Inc.
 Phone: JE 2-5641. Air Time: Full Time
 News Service UP
 Representative. Sears & Ayers, Dora-Clayton
 Pres., Gen. Mgr. J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr., John Garrison

WHBS—Huntsville—1946
ABC

Freq.: 1550 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By. The Huntsville Times Co.
 Address. P. O. Box 986
 Phone: Jefferson 2-8471. Air Time: Full
 Newspaper Affiliation. Huntsville Times
 News Service AP
 Rep. Henry E. Cummings, Gill-Perna
 Membership. NARTB, RAB
 General Manager. John F. Neal

WPBB—Jackson—1950
KBS-MBS

Frequency: 1280. Power: 1000 Watts d.
 Owned-Operated By. Jackson Bcstg. Co.
 Address. H'way 43
 News Service UP
 Representative Indie,
 Sears & Ayers, Southern Radio
 Pres., Gen. Mgr. T. H. Gaillard, Jr.

WWWB—Jasper—1946—MBS

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned-Operated By. Bankhead Bcstg. Co., Inc.
 Address. Bankhead-Long Bldg.
 Phone Number: 23461. Air Time: Full Time
 Transcription Service Capitol
 News Service UP
 Sta. Rep. Southern Radio
 Membership NARTB
 President. W. W. Bankhead
 Gen. Mgr. William C. Edgehon

WRLD—Lanett—1940
 (See West Point, Go.)

WJAM—Marion—1951

Frequency: 1310 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Neely & Neely
 Address Box 540
 Phone: 7111. Air Time: Daytime
 Transcription Service Capitol
 Membership NARTB
 News Service AP
 President. K. W. Neely
 General Manager. L. M. Neeley, Jr.
 Station Manager. Earl W. Hanna
 Comm. Mgr., Chief Eng. Virgil Moore

WABB—Mobile—1948—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By. Mobile Press Register, Inc.
 Business Address. 304 Government St.
 Phone: HEmlock 3-1551. Air Time: Full Time
 News Service UP
 Newspaper Aff. Mobile Press Register
 Transcription Service. World
 Representative Branham Co.
 Membership RAB
 President. R. B. Chandler
 Gen., Sta. Mgr. Dewey H. Long
 Prog. Director. Phil Forrest
 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.
 Phone: Hemlock 3-3756
 News Service AP
 Transcription Service Standard
 Representative Headley-Read
 President W. O. Pape
 Exec. Vice-Pres. H. K. Martin
 Station Manager. W. B. Pape
 Sls. Promotion Mgr. C. L. Thompson
 Pgm. Dir. Al Homan
 Chief Engineer. A. R. Bell

WKAB—Mobile—1947
MBS

Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Operated By... Pursley Bcstg. Service
Business-Studio Address... 525 Donald St.
Phone: Gr 7-6345. Air Time: Daytime
Transcription Service... SESAC
Representative... Forjoe, Dora Clayton
News Service... AP
Co-owners... C. L. Pursley, L. P. Pursley
Gen. Mgr... R. H. Moore
Comm. Mgr... J. C. Smith

WKRK—Mobile—1946—CBS

Freq.: 710 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By... WKRK-TV, Inc.
Address... 162 St. Louis St.
Phone: He 2-6789. Air Time: Unlimited
News Service... AP
Transcription Service... Lang-Worth
Representative... Avery-Knodel
Membership... RAB, NARTB
President... Kenneth R. Giddens
Gen. Mgr... W. S. Baskerville, Jr.
Program Director... Richard McMullen
Publicity Dir... Elizabeth Beatty
Chief Engineer... James L. Evans

WMOZ—Mobile—1952—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Edwin H. Estes
Phone Number... 6-3546
Representative... John E. Pearson
News Service... UP
Owner... Edwin Estes

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
Representative... Continental
News Service... AP
Transcription Service... World
Business Maanger... Tom Gardner
Program Director... Riley Kelly

WAPX—Montgomery—1947
ABC-MBS

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... Standard
Representative... Walker Co.
Pres., Gen. Mgr... Thomas E. Martin
V.P., Commercial Maanger... Hoke Williford

WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.
Owned... Deep South Bcstg. Co.

Address... Highway 231
Phone: 2-3851. Air Time: Daytime
Representative... Radio-TV Reps.
Pres., Gen. Mgr... W. J. Brennan

WCOV—Montgomery—1939
CBS

Frequency: 1170 Kc. Power: 10 Kw.
Owned-Oper. By... Southern Bcstg. Co.
Address... Adrian Lane
Phone: 5-3561. Air Time: Full Time
News Service... UP
Representative... Paul H. Raymer Co.
Membership... NARTB
President... Oscar P. Covington
General Manager... Hugh M. Smith
Station Manager... Joe Petranka
Com., Sales Prom. Mgr... W. W. Hunt
Program Director... Weston Britt
Chief Engineer... W. D. Weatherly

WMCY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By... Dixie Bcstg. Co.
Business-Studio Address... 4 S. Perry St.
Phone Number: 2-5245. Air Time: Day
News Service... UP
Membership... RAB
President... Dr. S. D. Suggs
Gen. Manager... Thomas W. Sewell
Com., Sales Prom. Mgr... Lynn Hargreaves
Prog. Dir... Ann Fincher
Chief Engineer... B. L. Lobdell

WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.
Owned-Oper. By... Southland Bcstg. Co.
Business Address... 135 Commerce St.
Phone: 4-6449. Air Time: Daytime
Transcription Service... Associated
Membership... NARTB
Representative... McGillvra
Co-owner & Gen. Mgr... Ralph M. Allgood
Commercial Mgr... Judd Sparling
Chief Engineer... Walter L. Stevenson

WSFA—Montgomery—1930
NBC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By... WKY Radiophone Co.
Business Address... P. O. Box 2566
Phone: 5-1251. Air Time: Full Time
News Service... AP
Representative... Headley-Reed
Membership... NARTB
Vice-Pres. & Sta. Mgr... Hoyt Andres
Program Mgr... Robert Doty
Sales Mgr... John C. Hughes
Promotion Mgr... R. L. Tuttle
Chief Engineer... Robert Hayward

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc. Power: 250 Watts
Owned Oper. By... Gregory Bcstg. Corp.

Business AddressBox 230, Sheffield
 Phone: 1450 Air Time: Full Time
 News Service UP
 Trans. Service World
 Membership NARTB, RAB
 Pres., Gen. Mgr. M. C. Gregory
 Sales Mgr. Tom Doughty
 Prog. Dir. Dick Williamson
 Chief Engineer Benny Lott

WCRL—Oneonta—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Blount County Bcstg. Serv., Inc.
 Address H'way 32
 Phone: 4871 Air Time: Daytime
 News Service AP
 Trans. Service Capitol, World, Thesaurus
 General Mgr. L. D. Bentley, Jr.
 Commercial Mgr. Max G. Bynum
 Program Dir. Glenn Cornelius

**WJHO—Opelika—1940
MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By ... Opelika-Auburn Bcstg. Co.
 Address 1400 Auburn Road
 Phone: Sh 5-2084 Air Time: Full
 News Service UP
 Transcription Service World
 Representative Indie Sales, Inc.
 Membership NARTB, RAB
 General Manager John C. Cooper, Jr.
 Commercial Manager John E. Smollon
 Program Director Edwin P. Rowell

WAMI—Opp—1952

Frequency: 860 Kw. Power: 1000 Watts d.
 Owned-Oper. By Opp Bcstg. Co.
 Business Address Box 169
 Phone Number: 2-6591 Air Time: Day
 News Service UP
 President H. N. Lee
 Gen., Sta., Com. Mgr. Beri Moore
 Prog., Pub. Dir. James Heath
 Chief Engineer Robert Page

WOZK—Ozark—1953

Frequency: 900 Kw. Power: 1000 Watts d.
 Owned-Oper. By Ozark Bcstg. Corp.
 Address Box 742
 Phone 655
 News Service AP
 Pres. Douglas Brown
 Gen., Sta. Mgr. Howard Parrish, Jr.
 Commercial Mgr. Wade Sullivan
 Program Dir. Daryl D. Griffin
 Chief Engineer Howard Parrish, Jr.

**WPNX—Phenix City—1952
ABC-MBS**

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By Community Bdcstg. Co.
 Address Phenix Girard Bank Bldg.
 Phone: 8-8787 Air Time: Full Time
 News Service AP
 Pres., Gen. Mgr. Roy M. Greene

Sta., Comm. Mgr. Sam Keel
 Prog. Dir. Ralph Burgess
 Chief Engineer Arnold White

WPID—Piedmont—1953

Frequency: 1280 Kw. Power: 1000 watts d.
 Owned-Oper. By C. L. Graham
 Address 1145 Walnut St., Gadsden
 Phone: 6-1614 Air Time: Daytime
 News Service UP
 President C. L. Graham
 General Manager Mac M. Thomas
 Station Mgr. Hank Smith
 Program Director Frances Howren
 Chief Engineer Acker Livingston

WAIP—Prichard—1954

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Prichard Bcstg. Co.
 Address 74 Main St.
 Phone: 2-2202 Air Time: Day
 News Service AP
 Representative Walker
 Membership NARTB
 Gen., Sta. Mgr. Herbert Johnson
 Commercial Mgr. Jack Frost
 Sls. Prom. Mgr. Jimmie Whatley
 Program Dir. Hy Davis
 Publicity Dir. Evelyn Martin
 Chief Eng. Eugene Miller

WELR—Roanoke—1949—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Roanoke Bcstg. Co.
 Address 705 N. Main St.
 News Service UP
 Pres., Gen. Mgr. J. W. Bultram
 Sls. Prom., Prog., Pub. Laverne Foster

**WWWR—Russellville—1949
KBS**

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Bankhead Bcstg. Co., Inc.
 Address Underwood Rd.
 Phone Number: 2-3461 Air Time: Daytime
 News Service UP
 Gen. Mgr. Hal Kirby
 Pgm. Dir. Carl Van Sittert
 Commercial Mgr. James W. Elliott

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 & Comm. Mgr. J. F. Thompson
 Program Director Gene Brown

**WROS—Scottsboro—1952
KBS**

Frequency: 1330 Kw. Power: 1000 Watts d.

Owned-Oper. By.....Rose M. Kirby
 Business Address.....717 Scott St.
 Phone: 156.....Air Time: Day
 News Service.....UP
 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, Inc.
 Address.....Selma
 Phone: TRinity 4-6687.....Air Time: Full Time
 Station Representatives.....Hal Holman, Ayers
 News Service.....UP
 Membership.....NARTB
 Gen. Manager.....Erle Hanna
 Comm. Manager.....Jim Roebuck
 Program Director.....Carolyn Perrin

**WHBB—Selma—1935
 NBC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Selma Bcstg., Inc.
 Business Address.....P. O. Box 26
 Phone: TR 4-8661.....Air Time: Full Time
 Transcription Service.....Thesaurus
 Station Rep.....Avery Knodel
 President.....Julien Smith Jr.
 Gen. Sta., Com., Sls., Pub. Dir.....F. Townshend
 Prog. Dir.....Earl Hadaway
 Chief Engineer.....W. D. Powers

**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.
 Gen. Sta. Mgr., Prog., Pub. Dir.....G. 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: 2-4354.....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**

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
 News Service.....AP
 Transcription.....World
 Pres., Gen. Mgr.....Bert Bank
 Comm. Mgr., Sta. Mgr., Chief Eng.....Ned Butler
 Prog., Pub. Dir.....Wallace Hobgood

**WTBF—Troy—1946
 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
 Membership.....NARTB
 Gen. Mgr.....Jess Jordan

**WJRD—Tuscaloosa—1936
 NBC**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Wilhelmina Echols
 Business-Studio Address.....2216 Broad St.
 Phone: 4464.....Air Time: Full Time
 News Service.....UP
 Representative.....Rambeau, Clayton
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Gene Tibbett
 Comm. Mgr.....Lehman Mayer
 Sls. Prom. Mgr., Pub. Dir.....G. Tibbett
 Prog. Dir.....Roy McAllister
 Chief Engineer.....Dave Livingston

WNPT—Tuscaloosa—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....W. Alabama Bdcstg. Co.
 Address.....Tuscaloosa
 Phone Number: 3311.....Air Time: Full Time
 Representative.....Indie Sales
 News Service.....AP
 Trans. Ser.....Lang-Worth
 Membership.....NARTB
 General Manager.....T. H. Todd
 Commercial Mgr.....Ruth Harris

**WTBC—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.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB

Gen. Sta. Manager.....Bert Bank
Comm., Sls. Prom. Mgr.Jo Stevens
Prog., Pub. Dir.....Jack Mock
Chief Engr.....Bert Ward

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Power Center Bcstg. Co.
Address.....112 S. Main St.
Phone: 2550.....Air Time: Day
News Service.....UP
Representative.....Devney, Whitehead
Transcription.....Thesaurus
Membership.....NARTB
Gen. Manager.....Eulus O. Whitehead
Sales Manager.....Stanley Walters
Promotion Manager.....Jean Pollard

WTUS—Tuskegee—1952
KBS

Frequency: 580 Kc.....Power: 500 Watts d.

Owned-Oper. By.....Radio Tuskegee, Inc.
Address.....Union Springs Road
Phone: 580.....Air Time: Daytime
News Service.....UP
Sta. Manager.....J. A. Bowers
Program Manager.....John Hart
Commercial Mgr.....Joe Burton
Chief Engineer.....Julian A. Duncan

WETU—Wetumpka—1954
KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Elmore Service Corp.
Address.....Box 60
Phone: 7369.....Air Time: Daytime
Transcription Ser.....Thesaurus
News Service.....UP
Station Rep.....Sears & Ayer
President.....Lem Coley
General Mgr.....Ed Morgan
Chief Engineer.....J. C. Rutledge

ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,900—Families 300,000
Radio Homes 288,000—TV Homes 185,772—Stations in State 31

KSUN—Bisbee—1933
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C, Lowell St.
Phone: HEmlock 2-2277.....Air Time: Full Time
Transcription Service.....Thesaurus
News Service.....UP
Representative.....Blair & Co.
Membership.....NARTB, RAB
Gen., Sta., Comm. Mgr.....Arlo Woolery

KCLF—Clifton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address.....Box 548
Phone Number: Un 4-4114.....Air Time: Full Time
Sta. Rep.....Best
News Service.....UP, AP, INS
Gen. Mgr.....Paul Merrill
Sta., Comm. Mgr.....Eric L. Manola

KCKY—Coolidge—1948
CBS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number.....4451
Transcription Service.....Lang-Worth
News Service.....UP
Representative.....Paschall
Membership.....NARTB
President.....Louis F. Long
General Maanger.....Bill Parody
Comm. Mgr.....Leo Bernard
Program Director.....Keith Delano

Sls. Prom. Mgr.....Oliver Grieve
Publicity Dir.....Buddy Martin
Chief Engineer.....Earl Hickman

KAWT—Douglas—1947
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address.....Drawer 1118
Phone: Em 4-3484.....Air Time: Full Time
Transcription Service.....Lang-Worth, MacGregor
News Service.....UP
Membership.....RAB
Representative.....Best
President.....Carlton Morse
Gen., Sta., Comm. Mgr.....Ed Williams
Program Director.....Dick Miller
Publicity Director.....Gene Baril
Sales Promotion Mgr.....Jim Collins
Chief Engineer.....Ben Strotman

KCLS—Flagstaff—1950
MBS-DON LEE

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Saunders Bcstg. Co.
Address.....Box 1677
Phone: 946.....Air Time: Daytime
Pres., Gen., Sta., Comm.....Charles J. Saunders
Sls. Promotion Mgr.....Dorothy Saunders
Prog. Dir.....Bill Johnson
Chief Engineer.....Len Benson

KGPH—Flagstaff—1950—ABC

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Frontier Television Co., Inc.
Address.....Weatherford Hotel
Phone: 51 or 65.....Air Time: Full Time

News ServiceAP
Transcription ServiceLang-Worth
Representative...John Hershey McGillvra, Inc.
MembershipNARTB
Pres., Chief Engineer.....E. C. Phillippi
Gen., Sta., Comm. Mgr....Norman R. Herndon
Program Dir......Hollis W. Hill

KWJB—Globe—1938—NBC

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By...Gila Bcastg. Co., Inc.
Address...H'way 60-70, between Globe & Miami
Phone Number: 41 **Air Time:** Full Time
News ServiceAP
MembershipNARTB
Representative.....Paul H. Raymer
Station Manager.....Willard Shoecraft

KDJI—Holbrook—1955—KBS

Frequency: 1270 Kc. **Power:** 1000 W. d.
Owned-Oper. By...Northeastern Ariz. Bcstrs.
Address.....Box 31
Phone: 40 **Air Time:** Days
News ServiceUP
TranscriptionLang-Worth
Representative.....Moore, Best
MembershipNARTB
General Manager.....Blake Tabor
Program Director.....Irene Tabor
Chief Engineer.....Kenneth Stone

KGAN—Kingman—1949

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By...W. E. Stone, J. F. Holbrook
Business Address.....P. O. Box 1208
President.....J. J. Glancy
Comm. Mgr......Kathlene Covarrubias
Chief Engineer.....Leroy O'Laughlin

KTYL—Mesa—1946

Freq.: 1310 Kc. **Power:** 1 kw. d.; 500 w. n.
Owned-Oper. By.....Harkins Bcstg. Co.
Address.....P. O. Box 231
Phone: Wo 4-4422 **Air Time:** Full
News ServiceUP
Transcription ServiceStandard
MembershipNARTB
Pres., Gen. Mgr......Dwight Harkins

KNOG—Nogales—1948—CBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By.....C. F. & A. B. Montano
Address.....Box 1681
Phone: 770 **Air Time:** Full Time
Representative.....Best
Gen., Comm. Mgr......C. F. Montano
Asst. Mgr., Prog. Dir......A. B. Montano

KOOL—Phoenix—1947—CBS

Frequency: 960 Kc. **Power:** 5000 Watts
Owned-Operated By...Maricopa Bcstrs., Inc.
Business-Studio Address.....511 W. Adams
Phone: Alpine 3-3121 **Air Time:** Full
News ServiceUP
RepresentativeHollingbery
TranscriptionStandard

MembershipNARTB
PresidentGene Autry
V.P., General Manager.....Tom Chauncey
Station Manager.....William Connelly
Chief Engineer.....Milford Richey

KPHO—Phoenix—1940—ABC

Frequency: 910 Kc. **Power:** 5000 Watts
OwnedMeredith Publishing Co.
Address.....631 No. 1st Ave.
Phone: ALpine 8-4511 **Air Time:** Full Time
Transcription Service.....Associated, SESAC
News ServiceUP
RepresentativeKatz
MembershipNARTB, RAB
President.....E. T. Meredith, Jr.
Comm. Manager.....Howard Stalnaker
Sta., Gen. Mgr......Richard B. Rawls
Program Director.....Gene Spry
Sls. Prom. Mgr......E. Packer
Publicity Director.....Ron De Pinto
Chief Engineer.....Howard Zile

KIFN—Phoenix—1949

Frequency: 860 Kc. **Power:** 1000 Watts d.
Owned-Operated By.....Western Bcastg. Co.
Address.....Box 430
Phone: Alpine 3-6155 **Air Time:** Day
News ServiceUP
Transcription ServiceSESAC
Station Representative.....Harlan Oakes, NTS
Gen. Mgr......Frank P. Redfield
Commercial Mgr......J. K. Redfield

KOY—Phoenix—1922—MBS

Frequency: 550 Kc. **Power:** 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcastg. Co.
Address.....840 N. Central Ave.
Phone: Alpine 8-8181 **Air Time:** Full Time
News ServiceUP
Transcription ServiceWorld
RepresentativeJohn Blair
MembershipNARTB, RAB
Pres., Gen., Sta. Mgr......John L. Hogg
Sls. Mgr......James W. Ross
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KONI—Phoenix—1954

Frequency: 1400 Kc. **Power:** 250 Watts
OwnedJames T. Ownby
Address.....Rm. 103, Mayer Heard Bldg.
Phone: ALpine 8-8044 **Air Time:** Full Time
News ServiceINS
Sta. Rep......Walker, Moore, Dora-Clayton
President.....James T. Ownby
Chief Engineer.....James C. Corn

KRIZ—Phoenix—1950

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By.....KRIZ, Inc.
Address-Trans. Loc......2345 Westward Blvd.
Phone: Alpine 4-8436 **Air Time:** Full Time
News ServiceUP
Station RepresentativeBurn-Smith
MembershipNARTB
Pres., Gen., Sta. Manager.....Howard M. Loeb

Comm., Prom. Mgr. Sheldon Engel
 Prog. Dir. Bill Bailey
 Pub. Dir. Bob Johnson
 Chief Engineer Bill Bailey

KRUX—Phoenix—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Bartell Broadcasters, Inc.
 Bus. Studio Address Goodrich Bldg.
 Phone: Alpine 2-2371 Air Time: Full Time
 News Service UP
 Transcription Lang-Worth. SESAC
 Membership NARTB
 President Gerald A. Bartell
 Exec. Vice-Pres. John F. Box, Jr.
 General Manager David B. Bartell
 Sta., Comm. Mgr. Frank Barc
 Program Dir. Gene Burrus
 Chief Engineer Ralph Evans

KTAR—Phoenix—1922—NBC

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
 Commercial Mgr. J. K. Redfield
 Pres., Gen. Mgr. Richard O. Lewis
 Commercial Manager E. W. Harvey

KYCA—Prescott—1940—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address East Gurley St.
 Phone: 244. Air Time: Full Time
 Representative Paul H. Raymer
 Pres., Gen. Mgr. Harold Ritter

KGLU—Safford—1938—NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Gila Bcstg. Co.
 Business-Studio Address 520 Main St.
 Phone: 15. Air Time: Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 General Mgr. Paul Merrill
 Station Mgr. Edward E. Furman
 Commercial Mgr. Kurt Stevens

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
 Representative Gill-Perna Tracy Moore
 President Erskine Caldwell
 General Manager Harry Chambers
 Business Mgr. Robert Black

KEVT—Tucson—1953

Frequency: 690 Kw. Power: 250 Watts d.
 Owned-Oper. By Tucson Radio Inc.
 Business Address 400 N. Shawnee

Phone: 4-5588 Air Time: Day
 Representative Oakes, Nat. Time Sls.
 Membership NARTB
 News Service UP
 General Manager Peter Trowbridge
 Comm. Mgr. De Witt Wray
 Program Dir. Oscar H. Stevens
 Sales Manager Arturo Aguilar

KOPO—Tucson—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old Pueblo Bcstg. Co.
 Business-Studio Add. 115 W. Drachman St.
 Phone: 4-2511 Air Time: Full Time
 News Service AP
 Representative AM Radio Sales
 Membership NARTB
 President Gene Autry
 Manager E. S. Mittendorf
 Chief Engineer Vernard Cimmiyotti

KTKT—Tucson—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thomas J. Wallace
 Business-Studio Address 500 W. Elm
 Phone: 4-1777 Air Time: Full
 Membership NARTB
 Representative Forjoe
 News Service UP
 Owner Thomas J. Wallace
 Ass't Manager George Wallace
 Sls. Director Richard Grand

KTUC—Tucson—1929—MBS

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
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Lee Little
 Comm. Mgr. Mac C. Matheson
 Sales Mgr. George Bradley
 Program Director Pete Tufts
 Chief Engineer Cliff Livingston

KVOA—Tucson—1929—NBC

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Arizona Bcstg. Co., Inc.
 Business-Studio Address 209 W. Elm
 Phone Number: 3-2555 Air Time: Full
 Transcription Service Thesaurus, Capitol
 Representative Paul H. Raymer
 President C. D. McKinnon
 Business Mgr. Harper M. Phillips
 Sales Mgr. John C. Underwood, Jr.
 Program Director Lawrence W. Schnebly
 Chief Engineer Ray H. Holsclaw

KVNC—Winslow—1952

DON LEE-MBS

Freq.: 1010 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Gila Bcstg. Co.
 Address P. O. Box 373
 Air Time Full
 News Service AP, UP

Transcription Standard
Representative Paschall

KOLD—Yuma—1953—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Broadcasters, Inc.
Address.....P. O. Box 1430
Representative.....Tracy Moore,
Broadcast Time Sales
Pres., Gen., Sta., Comm. Mgr.. Jack Hawthorne
Sls. Prom. Mgr.....Chuck Benedict
Program Dir.....Russ Foss
Publicity Dir.....Farley Zooper
Chief Engineer.....Jose Armendariz

**KYMA—Yuma—1950
MBS—DON LEE**

Frequency: 1400 Kc.....Power: 250 W/atts

Owned-Oper. By.....KYMA-YUMA, Inc.
Address.....P. O. Box 671
Phone: Sunset 3-7841.....Air Time: Full
Representatives.....Benton Paschall
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr.....William B. Lindsey

KYUM—Yuma—1940—NBC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 E. 1st St.
Phone: SU 3-3305.....Air Time: Daytime
Transcription Service...Thesaurus & Standard
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Gen. Mgr.....R. C. Smucker
Sta. Mgr.....Roy L. Jorgenson
Program Director.....Lawrence L. Roeser
Chief Engineer.....Frank Hancock

ARKANSAS

Pop. Feb. 1, 1956 (Est.) 1,895,000—Families 526,000
Radio Homes 502,000—TV Homes 271,544—Stations in State 51

**KVRC—Arkadelphia—1947
MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....Arkadelphia
Phone: 790.....Air Time: Full Time
News Service.....AP
Representative.....Hil F. Best
President.....Cecil W. Cupp
Gen., Sta., Comm.....Bill Deaton
Chief Engineer.....Ray Burns

**KBTA—Batesville—1950
MBS**

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bcsts. Co.
Phone: 1112-1113.....Air Time: Full Time
News Service.....AP
Representative.....Best
Transcription Service.....World
Membership.....NARTB, RAB
Gen. Mgr.....J. F. Higginbottom
Comm. Mgr.....E. A. Poole
Program Director.....John D. Isaacs
Chief Engineer.....Morris Cofer

KBBA—Benton—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Phone: Spring 8-2690.....Air Time: Daytime
News Service.....AP
Pres., Gen. Mgr.....Lavelle Langley
Sls. Prom. Mgr.....Jim Landers
Prog. Dir., Chief Eng.....Eddie Zoch

KLCN—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

Gen. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame

KAMD—Camden—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....647 California Ave. S.W.
Phone: Temple 6-5091.....Air Time: Full Time
News Service.....AP
Representative.....Gill-Perna
President.....Walter E. Hussman
Comm. Mgr.....John Guenther
Gen., Sta. Mgr.....Donald Cathey
Sls. Prom., Prog., Pub. 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
News Service.....UP
Gen., Comm. Mgr.....C. T. Mullins
Prog. Dir., Prom. Mgr.....J. Andrew Wright

KCON—Conway—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....903½ N. Front St.
Phone: 189.....Air Time: Full Time
Transcription Service.....World
News Service.....AP
Pres., Gen., Sta. Mgr.....James E. Clayton
Comm. Mgr.....James E. Clayton
Sls. Mgr., Dir.....S. F. Morehead
Chief Engineer.....Edwin McClendon

**KAGH—Crossett—1951
MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Julian Haas
Address.....900 Main St.

Phone: Forrest 4-2181..... Air Time: Full Time
 News ServiceAP
 Representative Best, Melville
 Gen. Mgr..... Julian Haas
 Chief Engineer..... Ed Bailey

KDMS—El Dorado—1950

Frequency: 1290 Kc..... Power: 1,000 Watts d.
 Owned-Oper. By El Dorado Bcstg. Co.
 Address..... 208 N. Cleveland
 Phone: Union 3-5121..... Air Time: Daytime
 News ServiceUP
 Transcription Service Thesaurus
 Representative Dora-Clayton, Melville
 Presidents..... J. A. West Sr., J. A. West Jr.
 Gen., Sta. Mgr..... E R. Hall
 Com., Sls. Mgr..... Rodney P. Smith
 Prog. Dir., Chief Engineer..... Charles N. Buice

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 ServiceAP
 Transcription Service World
 Representative Bagner & Martin
 Membership NARTB
 Pres., Gen., Sta., Com. Mgr... W. N. McKinney
 Sales Mgr..... J. R. Duerson
 Program Director..... Dot Tillery
 Chief Engineer..... Troy B. Eddins

KGRH—Fayetteville—1946
 MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Fayetteville Bcstg. Co., Inc.
 Business-Studio Address... 922 N. Leverett St.
 Phone: Hillcrest 2-2322..... Air Time: Full Time
 News ServiceAP
 Representative Walker
 Membership NARTB
 President Hayden McIlroy
 Gen. Mgr..... Fred J. Stevenson
 Comm. Sls. Prom. Mgr..... Ed. Gideon
 Program Director..... Wallie Ingalls
 Chief Engineer..... Harold Lindsey

KXJK—Forrest City—1949
 KBS

Frequency: 950 Kc..... Power: 5000 Watts
 Owned By..... Forrest City Bcstg. Co., Inc.
 Address... Natl. Bank of East. Arkansas Bldg.
 Phone: 950..... Air Time: Daytime
 News ServiceUP
 Transcription Service World, Lang-Worth
 Representative..... H. F. Best, Dora-Clayton
 Gen., Sta. Mgr..... William Fogg
 Sls., Comm. Mgr..... James Pearson
 Pub., Prog. Dir..... 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: Sunset 3-4105..... Air Time: Full Time
 News ServiceUP, AP
 Representative Avery-Knodel
 Membership NARTB
 V.P., General Manager..... L. A. Blust
 Station Manager..... J. Paul McCaslin
 National Sls. Mgr..... J. P. Walker

KFSA—Fort Smith—1947
 ABC-MBS

Freq.: 950 Kc..... Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By..... Southwestern Pub. Co.
 Business-Studio Address... 920 Rogers Ave.
 Phone: Sunset 2-9126..... Air Time: Full Time
 News ServiceUP
 Representative..... John E. Pearson
 Membership NARTB
 President..... Donald W. Reynolds

KWHN—Ft. Smith—1947

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 ServiceAP
 Trans. Ser. Standard
 Representative Rambou
 Gen. Mgr., Sec. Treas. H. S. Nakkdimen

KHOZ—Harrison—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Harrison Bcstg. Corp.
 Bus. Studio Address..... Harrison
 Phone: 1240..... Air Time: Full Time
 News ServiceUP
 Transcription Service..... Thesaurus
 President..... Mrs. Bob Wheeler
 Gen. Mgr..... R. S. Wheeler, Jr.
 Sta., Comm., Sls. Prom. Mgr... Everett S. Horton
 Prog. Pub. Dir..... Marc Williams
 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 ServiceAP
 Transcription Service World
 Representative Best
 Membership NARTB
 Pres., General Manager... Sam W. Anderson
 Comm. Mgr..... George Caven
 Sales Mgr..... Cecil Scaife
 Pub. Dir..... Katherine Kizer
 Program Director..... Larry Parker
 Chief Engineer..... Earl Hodges

KXAR—Hope—1947—MBS

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 ServiceAP
 Gen. Mgr., Chief Engineer..... L. B. Toolley
 Comm. Mgr. Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc. Power: 1000 Watts d.
Owned-Oper. By...Resort Bcstg. Co., Inc.
Address...113 Third St.
Phone: 3888 Air Time: Full Time
Sta. Rep...Sears & Ayer
Gen., Comm. Mgr...Ed C. Appler
Prog. Dir...Steve Nichols

KBLO—Hot Springs—1953

Frequency: 1470 Kw. Power: 1030 Watts d.
Owned-Oper. By...National Park Bcstg. Co.
Address...1011 Central Ave.
Phone: National 3-2553 Air Time: Daytime
Representative...Indie, Dora-Clayton
President, Gen. Mgr...R. S. Bieloh
Comm. Mgr...Jack Wolever
Program Director...DeWitt Waites
Publicity Dir...Hank Sanders
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: National 4-1225 Air Time: Full Time
Representative...Gill-Perna
President...Walter E. Hussman
Gen. Sta. Mgr...C. J. Dickson
Sls. Prom. Mgr...David Campbell
Publicity Dir...Martha Hickman
Prog. Dir...Jim City
Chief Engineer...William A. Carr

**KBTM—Jonesboro—1930
MBS**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Regional Bcstg. Co.
Address...Box 794
Phone: Webster 5-5597 Air Time: Full Time
Representative...Burn-Smith
Membership...NARTB
Owner, Mgr...Harold E. King
Sta. Mgr...Clarence Adams
Comm. Mgr...James Barnes
Sls. Prom. Mgr...Mary Sullivan
Program Director...Edward Welch
Publicity Director...Marion Bohne
Chief Engineer...Norman Bowman

KNEA—Jonesboro—1950

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By...Radio Jonesboro, Inc.
Address...New Citizens Bank Bldg.
Phone: Webster 2-8381 Air Time: Days
Representative...Gill-Perna
Membership...RAB
General Manager...Harold Gregson
Comm. Mgr...Al Johnston
Program Director...Bob Blackwood

**KARK—Little Rock—1928
NBC**

Frequency: 920 Kc. Power: 5000 Watts

Owned-Oper. By...Arkansas Radio & Equip. Co.
Address...1001 Spring St.
Phone: FR 6-2481 Air Time: Full Time
News Service...AP, UP
Transcription Service...World
Representative...Edward Petry
Membership...NARTB, RAB
President...T. H. Barton
Gen. Mgr...T. K. Barton
Commercial Mgr...A. C. Dowden
Pub. Dir., Prom. Mgr...Shirley Kennedy
Program Director...Ernest M. Howara
Chief Engineer...Dan L. Winn

**KGHI—Little Rock—1927
ABC**

Freq.: 1250 Kc. Power: 1 Kw. d. 500 w. n.
Owned-Operated By...Radio Arkansas
Address...P. O. Box 3099
Phone: FRanklin 2-0166 Air Time: Full
Representative...George P. Hollingbery
News Service...UP
Owner, Gen. Mgr...Harold E. King
Comm. Mgr...Rex Parnell
Program Dir...Hugh Brown
Chief Eng...V. O. Van Deusen
Station Mgr...W. J. Hart

**KLRA—Little Rock—1927
ABC**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By...Arkansas Bcstg. Co.
Business-Studio Address...Gazette Bldg.
Phone: FRanklin 2-5427 Air Time: Full Time

KGHI
LITTLE ROCK, ARKANSAS
—
KBTM — KBTM-FM
JONESBORO, ARKANSAS
—
BURN-SMITH CO. INC.
—
HAROLD E. KING
General Manager

Newspaper Affiliation.....Arkansas Gazette
Transcription Service..... Standard
Representative..... Paul Raymer
President.....J. N. Heiskell
Gen., Sta., Comm. Mgr...... C. E. Deese
Program Dir...... Harris Owen
Publicity Dir...... Bob Hicks
Chief Engineer.....Kermit F. Tracy

KTHS—Little Rock—1924
CBS

Frequency: 1090 Kc.....**Power:** 50,000 Watts
Owned-Oper...... Times Pub. Co., Shreveport
Business-Studio Address.....313 Main St.
Phone: FRanklin 4-2293... **Air Time:** Full Time
Newspaper Affil...... Shreveport Times
Representative..... Branham
President..... W. H. Bronson
Gen., Sta. Mgr...... B. G. Robertson
Comm. Mgr...... W. V. Hutt
Sales Prom. Mgr...... R. Brown
Program Director.....George F. Moore
Chief Engineer.....Cecil L. Suitt

KVLC—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
Representative..... Radio Representatives
Membership.....RAB
President..... R. M. Saxon
Vice-Pres...... Leonard Coe
Sta. Mgr., Chief Eng...... Dale Mahurin
Asst. Sta. Mgr...... Wally Geiger

KXLR—N. 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
Representative..... Pearson
President..... John F. Wells
Gen. Mgr...... Melvin P. Spann
Sta. Mgr...... Roy C. Nichols
Commercial Mgr...... Melton Lancaster
Program Director..... Roy Nichols
Chief Engineer..... Earl H. Butler

KVMA—Magnolia—1948
MBS

Frequency: 630 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By..... Magnolia Bcstg. Co.
Business-Studio Address.....212 N. Jefferson St.
Phone: 630... **Air Time:** Daytime
Representative..... John E. Pearson
President..... Joe F. Rushlon
Gen., Sta. Mgr...... William M. Bigley
Comm. Mgr...... George Shaw
Chief Engineer..... Ray Wells

KBOK—Malvern—1951—KBS
Frequency: 1420 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..... Malvern Bcstg. Co.
Address..... Young Insurance Bldg.

Phone: 1800... **Air Time:** Daytime
Representative..... Devney, Melville
Gen. Comm. Mgr...... Kermit Richardson
Chief Engineer..... Tom Graves

KVSA—McGehee—1953

Frequency: 1220 Kw.....**Power:** 1000 Watts d.
Owned-Oper. By..... S. E. Arkansas Bcstrs. Inc.
Address..... Box 1220
Phone: 20... **Air Time:** Daytime
Representative..... Best
Pres., Gen., Sta. Mgr...... Abbott F. Kinney

KENA—Mena—1950—KBS

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By..... R. B. Bell
Address..... S. Reene St.
Phone: 878... **Air Time:** Full Time
Station Representative..... Hill Best
General Mgr...... Larry Shephard
Comm. Mgr...... Ted Randal

KHBM—Monticello—1955
KBS

Frequency: 1430 Kc.....**Power:** 1 Kw.
Owned-Oper. By..... College Bcstg. Co.
Address..... Box 446
Phone: 91... **Air Time:** Daytime
Representative..... Best
Gen., Sta., Comm., Sls. Mgr...... Bill Wells
Prog. Dir...... Kate Noble
Chief Engineer..... John Stanley

KVOM—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
Pres., Gen., Sta., Pub. Mgr...... J. C. Willis
Prog. Dir...... Lyn Turner
Comm. Mgr., Ch. Eng...... Weldon Sludge

KTLO—Mountain Home—1953

Frequency: 1490 Kw... **Power:** 250 Watts
Owned-Oper. By..... Mountain Home Bcstg. Corp.
Address..... Mountain Home
Phone: 1490... **Air Time:** Full Time
Representative..... Best
Pres., Gen. Mgr...... A. Stricklen
Commercial Mgr...... Bob Pratt

KNBY—Newport—1949

Owned-Operated By..... Newport Bcstg. Co.
Business Address..... Newport
General Manager..... Gene Howe
Program Director..... Jerry Grojean

KOSE—Osceola—1949—KBS

Frequency: 860 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By..... Osceola Bcstg. Corp.
Business Address..... P. O. Box 311
Phone: 860... **Air Time:** Daytime
Representative..... Hil F. Best
President..... H. F. Ohlendorf
General Manager..... Ted Woods
Commercial Manager..... Betty G. Woods

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
 General Manager.....T. Rand
 Commercial Manager.....Doayne F. Bateman
 Business Manager.....T. M. Self
 Prog. Dir.....W. Wheelis
 Pub. Dir.....Bill Miles
 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
 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.....Simmons Bank Bldg.
 Phone: 721.....Air Time: Full Time
 Pres., Gen. Mgr., Chief Engr....B. J. Parrish
 Comm., Prom. Mgr.....J. Wallace
 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
 Pres., Gen. Mgr.....Adrian L. White

KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 500 Watts
 Owned.....Leon McAuliffe, Don Thompson
 Address.....Am. Natl. Bank Bldg.
 Phone: 1390.....Air Time: Daytime
 Station Representative.....Hil Best
 General Mgr.....G. Don Thompson
 Prog. Dir.....F. L. Dwyer
 Chief Engineer.....Paul Bateman

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
 Managing Dir.....C. R. Horne
 Commercial Manager.....L. L. Bryan

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

KUOA—Siloam Springs—1923
MBS-KBS

Frequency: 1290 Kc....Power: 5,000 Watts d.
 Owned-Operated By.....John Brown U.
 Business-Studio Address.....Siloam Springs
 Phone: 77.....Air Time: Daytime
 Representative.....Dora-Clayton
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....John E. Brown, Sr.
 Sta., Comm. Mgr., Ch. Eng.....Cecil Smith
 Program Director.....Ralph Kennedy

KBRS—Springdale—1949
ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Southwestern Publishing Co.
 Station Manager.....Roy J. Bowman

KWAK—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
 Representative.....Hil F. Best
 President.....Beloit Taylor
 Gen. Manager.....Melvin P. Spann
 Station Mgr.....June S. Spann
 Tech. Dir.....Wm. R. Beard
 Chief Engineer.....Marvin Heffington

KOSY—Texarkana—1951
MBS

Freq.: 790 Kc....Power: 1 Kw. d., 500 w. n.
 Owned-Operated By.....Gateway Bcstg. Co.
 Address.....Box 1318
 Phone: 22-3771.....Air Time: Full
 Station Representative.....Pearson
 Partners...Dr. W. Decker Smith, A. L. Davis
 Gen., Sta. Manager.....Tom E. Dillahunt
 Commercial Manager.....Herman Cecil
 Program Director.....Walter Richardson
 Sls. Prom. Mgr.....George Lester
 Publicity Dir.....June Woosley
 Chief Engineer.....Chas. Mathis

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Lawrence Co. Bcstg. Co.
 Address.....Walnut Ridge
 Phone: 980.....Air Time: Day Time
 President.....R. O. Norris
 Gen., Sta., Com. Sls. Mgr.....Wm. H. Cate
 Program Director.....Bill Thornton
 Chief Engineer.....Leonard Ringle

KWRF—Warren—1953

Freq.: 860 Kc.....Power: 250 Watts
 Owned.....Pines Bcstg. Co.
 Address.....Box 480
 Phone: 353, 4.....Air Time: Daytime
 Gen., Sta., Com. Mgr.....Lee Reaves
 Sls. Prom. Mgr.....H. A. Harris
 Program Dir.....Gene Nichols
 Chief Engineer.....Larry Self

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only**

Independent in Southern California

powerful enough and popular enough
register audiences in radio survey ratings
of both **Los Angeles** and **San Diego**

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Catalina
Station

KBIG

10,000 WATTS
740 KILOCYCLES

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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

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
Managing Director.....Jackson Teuter
Comm. Mgr.....Louis Gillespie

KAVR—Apple Valley—1954

Frequency: 960 Kc. Power: 5 Kw. d.
Owned.....Apple Valley Bcstg. Co.
Address.....Apple Valley Inn
Phone: 7-7251 Air Time: Daytime
News Service.....UP
Membership.....NARTB
Transcription.....World
President.....Newton T. Bass
Dir., Exec. V.P.....J. C. Thomas
Commercial Mgr.....G. A. Nickson
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: HO 3-3205 Air Time: Daytime
News Service.....UP
Transcription Service.....Capitol
Representative.....Weed
Membership.....NARTB, RAB
President.....John Poole
Comm. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser
Chief Engineer.....Buell Dalton

KAFY—Bakersfield—1946

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Radio Station KAFY
Address.....Box 777
Phone: Empire 6-7248 Air Time: Full Time
News Service.....UP
Representative.....McGavren, Brown, Moore
Membership.....NARTB, RAB
Gen., Sta., Comm. Mgr.....Benton Paschall
Sales Promotion Manager.....Frank Onstott
Program Director.....Thad Buckley
Publicity Director.....Hal Laffoon
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
Transcription Service.....Lang-Worth
Representative.....Young
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr., Prog. Dir.....Hal Brown
Comm., Sales Mgr.....Franklin H. Wilbur
Chief Engineer.....Jack Duemler

KERN—Bakersfield—1932

CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Address.....Sacramento
Phone: Gilbert 2-3011 Air Time: Full Time
News Service.....UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NARTB, RAB
President.....Eleanor McClatchy
Station Manager.....Walter Baziuk
Chief Engineer.....Verne Shatto

KGEE—Bakersfield—1946

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....KGEE, Inc.
Business-Studio Address...1420 Truxton Ave.
Phone: FAirview 7-1441 Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Hollingsbery
Membership.....NARTB, RAB
President.....Gene De Young
Sales Mgr.....Ed Urner
Program Director.....Leslyn Day
Com. Mgr.....John Tomerlin
Publicity Director.....Robert Hawkins
Chief Engineer.....Edwin Andrews

KPMC—Bakersfield—1932

ABC

Frequency: 1560 Kc. Power: 10,000 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.....Burn-Smith
Membership.....NARTB, RAB
President.....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin
Sls. Prom., Comm. Mgr., Prog. Dir...C. C. Sturm
Pub. Dir.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned.....Darwin Bcstg. Co.
Address.....4425 W. Ramsey St.
Phone: Victor 9-4557 Air Time: Full Time
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Grant Webb
Manager.....Chet Darwin

KWTC—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, Cooke

Membership RAB
 President W. T. Brown
 Station Mgr. Harry S. White

KRE—Berkeley—1923

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Central Calif. Bcstrs., Inc
 Address-Trans. 601 Ashby Avenue
 Phone: Ashberry 3-7715. Air Time: Full
 News Service AP
 Membership NARTB
 General Mgr. Arthur Westlund

KIBS—Bishop—1953—KBS

Frequency: 1230 Kw. Power: 250 Watts
 Owned-Oper. By Inyo Bcstg. Co.
 Address Box 757
 Phone: Bishop 4411. Air Time: Full Time
 News Service UP
 Transcription Service Capital, SESAC
 Representative. Broadcast Time Sales
 Pres., Gen. Sta. Mgr., Pub. Dir. J. Oliver
 Commercial Mgr. R. S. Deming
 Prog. Dir., Ch. Eng. George Hobkirk
 Sls. Prom. Mgr. Jack LaMarca

KYOR—Blythe—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned. Bcstg. Corp. of America
 Address Box 668
 Phone: 2231 Air Time: Full Time
 News Service UP
 Representative Pearson
 Membership NARTB
 Gen. Mgr. Dale Sweat
 Sta., Com. Mgr. Joe Sweat
 Sls. Prom. Prog. Dir. Ray Mitchell
 Publicity Dir. Gwen McIntosh
 Chief Engineer (acting).... Tom Madsen

KROP—Brawley—1946—ABC

Frequency: 1300 Kc. 1000 Watts d., 500 n.
 Owned-Oper. By Bcstg. Corp. of America
 Address. Del Rio Country Club B'dg.
 Phone: 1300. Air Time: Full Time
 Representative. John E. Pearson Co.
 General Manager Dale R. Petersen
 Station Manager. Sam E. Rowe

KBLA—Burbank—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Bcstrs. of Burbank
 Address. 11516 Oxnard St., N. Hollywood
 Phone: Sunset 2-1195. Air Time: Full Time
 News Service UP
 Station Representative Grant Webb
 Transcription Service. Capitol

KICO—Calexico—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles R. Love
 Address. Box 1697
 Phone: El 2-1490. Air Time: Full
 News Service AP
 Station Representative... D. Cooke, O'Connell
 General Manager. W. A. Geddes

KHSL—Chico—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated. Golden Empire Bcstg. Co.
 Address Box 303
 Phone: Fl 2 0141 Air Time: Full Time
 Representative Avery-Knodel
 Membership NARTB, RAB
 Pres., Gen. Mgr. Mrs. H. McClung
 Station Manager Charles H. Kinsley, Jr.

**KXOC—Chico—1949
 MBS-DON LEE**

Frequency: 1060 Kc. Power: 10,000 Watts
 Owned-Oper. By KXOC, Inc.
 Address-Trans. Radio Lane
 Phone: Fl 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. Ted L. Snider
 Comm., Promotion Mgr. Burke Riley
 Prog. Director. Ned Tollinger
 Publicity Dir. Forbes Conklin
 Chief Engineer. Bill Pope

KCHV—Coachella—1954

Frequency: 970 Kc. Power: 1 Kw.
 Owner. Coachella Valley Bcstg. Co.
 Address Avenue 50
 Phone: 8-5234 Air Time: Day
 News Service AP
 Partner, Gen. Mgr. E. Gorges
 Partner, Ch. Eng. M. Carroll
 Sta. Mgr. Ed Keane

KBMX—Coalinga—1950—KBS

Frequency: 1470 Kc. Power: 500 W. d.
 Owned-Oper. By Westside Bdcstg. Co.
 Address Box 1179
 Phone: 136 Air Time: Daytime
 News Service UP
 Sta. Rep. Grant Webb
 Gen., Sta., Com. Mgr. V. J. Stedry
 Chief Engineer M. E. Davis

KBUC—Corona—1948

Frequency: 1370 Kc Power: 1 Kw. d., 500 W. n.
 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
 Prog. Dir. Norma J. Brower
 Chief Engineer Robert Cochems

KCRE—Crescent City—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Del Norte Bcstg. Co.
 Address Box 248
 Air Time: Full Time
 News Service AP, INS
 Representative Ayres

Transcription.....Standard, SESAC, World
 Pres., Gen. Mgr.....Robert E. Grey
 Business Mgr.....P. B. Grey

KCHJ—Delano—1950

Frequency: 1010 Kc.....Power: 1000 W. d.
 Owned-Oper. By.....Charles Herman Johnes
 Address.....County Line Rd.
 Phone: 8676.....Air Time: Daytime
 News Service.....**UP**
 Pres., Gen. Mgr.....Charle H. Johnes
 Program Director.....Jean J. Johnes

KRDU—Dinuba—1946—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**
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....Egon A. Hofer
 Chief Engineer.....Warren Nystrom

KBAB—El Cajon—1955—KBS

Frequency: 910 Kc.....Power: 1 Kw.
 Owned-Operated By.....Babcock Bcstg. Corp.
 Address.....200 E. Main St.
 Phone: Hickory 4-6145.....Air Time: Full
 Representative.....Bolling

**KXO—El Centro—1927
 MBS-DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....Box 140
 Phone: Elgin 2-1230.....Air Time: Full Time
 Transcription Service.....Standard
 Representative.....Paul H. Raymer
 Membership.....**NARTB**
 Gen. Mgr., Prog. Dir.....Riley R. Gibson
 Commercial Manager.....Marc Hanan
 Chief Engineer.....Jim Caw

KHUM—Eureka—1947—CBS

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
 Owned-Oper. By.....Carroll R. Hauser
 Address.....Box 1015
 Phone: Hillside 2-5744.....Air Time: Full Time
 Transcription Service.....Capitol
 Representative.....Pearson, MacGavren
 Gen., Comm., Sls. Prom. Mgr.....C. R. Hauser
 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
 Membership.....**NARTB, RAB**
 Representative.....John Blair
 President, Manager.....Wm. B. Smullin
 General Manager.....John Bauriedel
 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 Murtle
 General Manager.....Craig N. Smith
 Comm. Mgr., Prog. Dir.....Matthew V. Huber
 Chief Engineer.....Craig N. Smith

KARM—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.....Norman C. Haagenson
 Sls. Prom. Mgr.....E. Roth Cooney
 Program Director.....Lou Lampe
 Chief Engineer.....Elbert Dean

KBIF (See San Francisco)

KFRE—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
 Representative.....John Blair
 Pres., Gen. Mgr.....P. R. Bartlett
 Com. Mgr.....Donald Barry
 V. P. Eng.....Keith L. Mealey
 V.P., Sta. Mgr.....Ed J. Frech
 Program Dir.....Hal O'Donnell

KGST—Fresno—1949—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Delle Broadcasting Co.
 Address.....1244 'O' St.
 Phone: 6-9901.....Air Time: Daytime
 News Service.....**UP**
 Station Representative.....Rambeau
 Membership.....**NARTB**
 Commercial Manager.....Morrie Mindel
 Program Director.....Jeanne Bacher

KMAK—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.....MacGavren
 President.....R. O. McMahan
 Gen., Sta. Mgr.....Coyle Chambers

K

BULLETIN FROM

Betty Thomas
Merchandising
Director



F

A.R.T.B. *** You buy it when you buy KFWB, Southern California's leading Independent radio station . . . A.R.T.B. *** is the rating your cash register understands as KFWB kicks out your message to the huge Southern California market which today does 25% of all the grocery business in the 11 Western States.

W

Now KFWB is ready to convert A.R.T.B. into sales for you with a smashing new Merchandising Program tied into every major market chain and Independent Grocery in Southern California. The KFWB merchandising plan is the shortest distance between your advertising and the customer's sales dollar.

B

A.R.T.B. means AUDIENCE READY TO BUY

*“the Station with
Sales Penetration”*

980 on the Los Angeles Radio dial

KMJ—Fresno—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address...1515 Van Ness Ave.
 Phone: 8-5771.....Air Time: Full Time
 Newspapers Affil.....McClatchy papers
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NARTB, RAB
 President.....Eleanor McClatchy
 Station Manager.....David T. Harris
 Commercial Manager.....Roy Swanson
 News Editor.....Chet Casselman
 Program Mgr.....Ramsey Elliott
 Promotion Mgr.....Ken DeVaney
 Chief Engineer.....William N. Wallace

**KYNO—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
 Representative.....Hollingbery
 Membership.....NARTB, RAB
 General Sta. Manager.....L. E. Chencult
 Sales Prom. Mgr.....Jim Carroll
 Program Director.....Leo Goldman
 Chief Engineer.....Bert Williams

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Cannon System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone: Citrus 1-1133.....Air Time: Daytime
 News Service.....UP, AP
 Transcription Service.....Standard
 President.....David H. Cannon
 Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hanford Bcstg.
 Business Address.....P. O. Box 620
 Phone: Ludlow 2-0361.....Air Time: Full Time
 Paper Affiliation...Hanford Sentinel, Journal
 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...8419 Hollywood Blvd.
 Phone: HO 3-5151.....Air Time: Unlimited
 Transcription Service.....SESAC
 Station Representative...Branham, McGavren
 Pres., Gen. Mgr.....Harry Maizlish
 Gen. Sales Manager.....Morton Sidley
 Program Director.....Dan Russell
 Pub. Dir.....Mickey Freeman
 Chief Eng.....Harry Myers

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
 Owner.....Ben S. McGlashan
 General Station Manager...Thelma Kirchner
 Comm., Sis. Prom. Mgr.....Molly C. Low
 Program Dir.....Don K. Ross
 Publicity Dir.....Juanita McCurdy
 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
 Sta. Mgr., Prog. Dir.....R. F. Horgan
 Publicity Dir.....R. W. Levin

KREO—Indio—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Bcstg. Corp. of America
 Phone: OV 6-0260.....Air Time: Full Time
 News Service.....AP
 Representative.....Pearson
 General Mgr.....Dale R. Peterson
 Station Mgr.....Douglas Caplette



HOLLYWOOD'S
"PERSONALITY"
 STATION

- Balanced Block Programming
- Superior Musical Selection
- News, Sports, Personalities

KEEPS RADIO DIALS SET AT
1230 Kc.

Twenty Four Hours Daily

"The Original 24-hr. Station"

6314 Sunset Blvd.

Hollywood 28

HO. 4-0201

KAVL—Lancaster—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Antelope Bcstg. Co.
 Address P. O. Box 1192
 Phone: Whitehall 2-1121 Air Time: Full Time
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Station Representative Broadcast Time Sales
 News Service UP
 Pres., Gen. Mgr. W. B. Carter
 Station Commercial Mgr. H. L. Comstock
 Sls. Prom. Mgr. Dean Roper
 Program Dir. Lewis Shank
 Chief Engineer James French

KCVR—Lodi—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By H. W. & D. A. Brown
 Business Address P. O. Box 600
 Phone: Lodi 8-0628 Air Time: Daytime
 Transcription Service Standard
 Station Representative Wm. Ayres
 News Service UP
 Gen. Mgr. David A. Brown
 Sta. Mgr., Prog. Dir. Dedah M. Corlett
 Sales Mgr. Dick Venturino
 Chief Engineer George Sampson

KFOX—Long Beach—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By KFOX Bcstg. Corp.
 Address 220 E. Anaheim Street
 Phone: HE 6-7281 Air Time: Full Time
 News Service UP
 Membership NARTB, RAB
 President W T. McDonald
 Gen. Mgr. Hal Shideler
 Sta. Mgr. Paul Bauer
 Prog. Dir. Stu Sanders
 Chief Engineer William E. Symons

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: GARfield 7-7907 Air Time: Full Time
 News Service AP
 Representative Walker
 Membership NARTB
 President Dr. John E. Brown, Sr.
 Gen., Sta., Comm. Mgr. Clinton H Fowler
 Prog. Dir. Irene Cook
 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.
 Phone: HO 2-3141 Air Time: Full Time
 News Service AP, UP
 Representative Edward Petry
 Membership NARTB, RAB

President Robert E. Kintner
 General Manager John Hansen
 Promotion Manager David Nowinson
 Commercial Mgr. William Baxley
 Program Director Dresser Dahlstead
 Publicity Director Nell Cleary
 Chief Engineer Cameron Pierce

KFAC—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 8-0161 Air Time: Full Time
 News Service AP
 Representative Bolling
 Membership NARTB
 Pres.-Gen.-Sta. Mgr. Calvin J. Smith
 Publicity Dir. Paul Price
 Program Director Howard Rhines
 Chief Engineer Ron Oakley

KFI—Los Angeles—1922

NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By Earle C. Anthony, Inc.
 Business-Studio Address 141 N. Vermont Ave.
 Phone: 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
 Asst. to President Charles E. Hamilton
 Program Director Pat Kelly
 Sales Prom. Mgr. Ron Manders
 Co-Chief Engrs. H. L. Blatterman, C. W. Mason

KNX—Los Angeles—1922

CBS

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
 Membership NARTB, RAB
 Gen., Sta. Mgr. Bert S. West
 Comm. Mgr. Donald M. Ross
 Sales Promotion Mgr. John Asher
 Program Director Robert Sutton
 Pub. Dir. Lloyd Brownfield
 Chief Engineer Theodore Denton

KOWL—Santa Monica—1947

Frequency: 1580 Kc. Power: 10,000 Watts, d.
 Owned-Operated By KOWL, Bcstg. Co.
 Address 1 Pico Blvd.
 Phone: TExas 0-5152 Air Time: Daytime
 Membership NARTB
 Representative Forjoe, Dora-Clayton
 President J. D. Funk
 V.P., General Manager G. A. Baron
 Program Director Paul Compton
 Chief Engineer Robert H. Dye

KMPC—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
 Representative: AM Radio Sales
 Membership: NARTB
 President: Gene Autry
 Gen. Mgr. & V.P.: Robert O. Reynolds
 V.P. & Asst. Gen. Mgr.: Lloyd C. Sigmon
 Gen. Sales Mgr.: Stanley Spero
 Director of Bcstg., Sis. Prom.: Mark Haas
 Chief Engineer: L. C. Sigmon

KPOL—Los Angeles—1952

Frequency: 1540 Kc. Power: 10,000 Watts d.
 Owned-Oper. By: Coast Radio Bcstg. Corp.
 Address: 4628 Wilshire Blvd.
 Phone: Webster 8-2345 Air Time: Day
 News Service: AP
 Transcription Service: Associated. Lang-Worth
 Representative: Keller, Paschall
 Membership: NARTB
 President, Gen. Mgr.: Hugh R. Murchison
 Station, Comm. Mgr.: Frederick Custer
 Program Publicity Dir.: R. Scott
 Chief Engineer: Floyd Hall

KPOP—Los Angeles—1925

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned-Operated By: Standard Bcstg. Co.

Business-Studio Add.: 338 S. Western Ave.
 Phone: Dunkirk 8-2345 Air Time: Daytime
 News Service: AP, UP
 Trans. Ser.: Lang-Worth
 Representative: Broadcast Time Sales
 General Manager: Frank Burke, Jr.
 Comm., Sta. Manager: Vern Lindblade
 Pgm., Pub. Dir.: Earl McDaniel
 Chief Engineer: Leonard Reeves

KHJ—Los Angeles—1922
MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Oper. By: RKO Teleradio Pictures
 Address: 1313 N. Vine St., Hollywood
 Phone: Hollywood 2-2133 Air Time: Full Time
 News Service: AP, UP
 Representative: H.R. Reps.
 Membership: NARTB, RAB
 Pres., Don Lee Div.: Willet H. Brown
 Gen. Mgr., Don Lee Div.: Ward D. Ingram
 Vice Pres., Sales: Norman Boggs
 Sales Promotion Mgr.: Robert Light
 Comm. Mgr.: Terry Mann
 Program Director: A. J. LaFrano
 Publicity Director: Bill Barron
 Chief Engineer: Robert Arne

KRKD—Los Angeles—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By: Radio Bctrs., Inc.
 Business-Studio Address: 541 So. Spring St.
 Phone: Madison 5-2121 Air Time: Daytime
 News Service: AP, INS
 Transcription Service: World, SESAC.
 Membership: NARTB
 General Manager: Ned Connor

KMYC—Marysville—1940
MBS-DON LEE

Frequency: 1410 Kc. Power: 1,000 Watts
 Owner-Oper.: Marysville-Yuba City Bctrs., Inc.
 Business Address: P. O. Box 631
 Phone: Sherwood 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
 Sis. Prom. Mgr.: Gene Walker
 Publicity Dir.: John Mayer
 Chief Engineer: Loyd McQueary

KYOS—Merced—1936
MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By: KYOS, Inc.
 Business Address: Box 717
 Phone: RAndolph 2-6251 Air Time: Full Time
 News Service: UP
 Representative: W. S. Grant
 Transcription: Lang-Worth
 Membership: NARTB

K-POP

Delivers . . .

**NO. 1 RATED D.-J. SHOW
 IN SOUTHERN CALIF. RADIO***

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**LOWEST COST PER THOUSAND
 OF ANY LOS ANGELES STATION**

*November Nielsen Radio Rating

K-POP

5000 Watts
1020 k.c.

Represented Nationally by Broadcast Time Sales
 New York Chicago San Francisco

Pres., Gen. Sta. Mgr. C. O. Chatterton
 Commercial Manager Bob Garrett
 Program Director Gene Bell
 Chief Engineer Cecil Lynch

KBOX—Modesto—1951

Frequency: 970 Kc. Power: 1000 Watts
 Owned. Stanislaus County Bcstrs. Inc.
 Address 1115 Eye St.
 Phone: 3-7756 Air Time: Full Time
 News Service AP
 Representative Rambeau
 Pres., Gen. Mgr. Milton Hibdon
 Comm., Sta. Mgr. W. Lee Roddy
 Program Director Norma Alamsha
 Pub Dir., Sls. Mgr. Fran Abell
 Chief Engineer Richard Foreman

KMOD—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; Paschall; McGovern
 Membership NARTB
 President John Griffin
 Gen., Sta. Mgr. Don C. Reeves
 Comm., Sls. Prom. Mgr. Judd Sturtevant
 Program Director Gene D'Accardo
 Chief Engineer Don Allen

KTRB—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 UP
 Transcription Service Cole, Standard
 Representative W. S. Grant
 Membership NARTB
 Pres.-Gen. Station Mgr. William H. Bates, Jr.
 Commercial Mgr. Richard Brown
 Prog. Dir. Cal Porviance
 Publicity Director Charlie McEwen
 Chief Engineer William H. Bates, Jr.

KMBY—Monterey—1949
 CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By KMBY Bcstg. Co.
 Business Address 468 Calle Principal
 Phone: 2-4541 Air Time: Full Time
 Membership NARTB
 News Service UP
 Transcription Service World
 Station Representative Pearson
 Pres., Gen., Sta. Mgr. B. P. Timothy
 Prog. Dir., Chief Eng. F. A. Gwynn
 Publicity Dir. Liz Blair

KXXL—Monterey—1955

Frequency: 630 Kc. Power: 1 Kw.
 Owned-Operated By S. A. Cisler

Address 546 Hartnell Plaza
 Phone: 5-6302 Air Time: Full
 News Service AP
 Transcription RCA, Standard
 Representative Burn-Smith
 Pres., Gen. Mgr. Don D. Campbell
 Comm. Mgr. Robert G. Campbell
 Program Director Jack G. Hamilton
 Publicity Director Gerry Clemens
 Chief Engineer Herman Stalberg

KWSD—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 Service AP
 Representative Continental, McGavren,
 Western Radio
 Membership NARTB
 General Manager Arthur Adler
 Sta. Mgr., Chief Eng. David H. Rees
 Program Director Lola Huntingdon

KVON—Napa—1947

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By J. L. & A. M. Powell
 Address Foster Rd.
 Phone: Baldwin 6-2023 Air Time: Full Time
 News Service AP
 Pres., Gen. Sta. Mgr. J. L. Powell
 Comm., Sls. Prom. Mgr. Burke Riley
 Prog. Dir. Alyce M. Powell
 Chief Engineer Ramon Corry

KSFE—Needles—1952—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Needles Bcstg. Co.
 Address P. O. Box C-2
 Phone: 1234 Air Time: Full Time
 News Service INS
 Station Representative Continental
 Transcription Service TheSaurus
 Owner, Mgr. B. J. Fitzpatrick

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 Service AP
 Transcription Service World, Standard
 Representative Webb, Moore
 Membership RAB
 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 484 19th St.

Phone: TWinoaks 3-9600. Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative Raymer
 Membership NARTB, RAB
 President Sheldon F. Sackett
 General Manager J. G. Paltridge
 Sales Mgr. Jack De Mello

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: Full Time
 News Service UP
 Transcription Capitol
 Representative Forjoe
 General Manager E. N. Warner
 Station Manager F. Wellington Morse
 Program Director Jeanne 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: YU 6-1111. Air Time: Daytime
 News Service UP
 Newspaper Aff. Daily Report
 Transcription Service World
 Representative Menne
 President Jerene A. Harnish
 General Mgr. Peter R. Odens
 Program Director Mrs. Gale Page
 Chief Engineer Glenn Clark

KMOR—Oroville—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Oroville Bcstrs.
 Address Arlin Rhine Dr.
 Phone Number 1340
 News Service UP
 Membership NARTB
 Representative Ayres
 General Manager Alan B. Bowles

KOXR—Oxnard—1955

Frequency: 910 Kc. Power: 1 Kw.
 Owned-Oper. By Oxnard Broadcasting Corp.
 Address 613 S. "C" St.
 Phone: HUnter 3-2303. Air Time: Day
 News Service AP
 Representative Moore
 President Paul R. Schneider
 General Manager Charles A. Farmer
 Commercial Manager Robert F. Brown

KCMJ—Palm Springs—1946
CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Springs Bcatg. Co.
 Business Address Box KK
 Phone: 2253. Air Time: Full Time
 News Service UP
 Representative McGavren
 Membership RAB

President David H. Margolis
 Gen. Sls., Pub. Mgr. Robert D. Blashek
 Sta., Com. Mgr. Norman Lofthus
 Program Director Peggy Bull
 Chief Engineer Vincent Parsons

KPAL—Palm Springs—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owner Desert Radio-Telectesting Co.
 Address 174 N. Palm Canyon Dr.
 Phone: 2031. Air Time: Full
 Representative Holman, Moore
 News Service AP
 Pres., Gen. Mgr. Florence P. Raley
 Comm. Mgr. John Michel

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 RAB
 President William R. Crocker
 General Mgr. Edward Davis
 Program Director George Schalter

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 Oakes
 Pres., Gen. Mgr. Henry Fritzen

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 Broadcast Time Sales
 Membership NARTB
 Owner Marshall S. Neal
 Gen.-Station Mgr. William J. Beaton
 President Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Comm. Sls. Prom. Mgr., Pub. Dir. James Coyle
 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 1-6991. Air Time: Full Time
 News Service AP
 Trans. Ser. World
 Membership RAB
 President-Gen. Sta. Mgr. Loyal K. King

KPRL—Paso Robles—1946
MBS-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
 Representative.....W. S. Grant
 Station Mgr.....Dale Schwartz
 Merchandising Mgr.....Bernard Schwartz
 Commercial Mgr.....Dorothy Schwartz

KAFP—Petaluma—1950

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Redwood Empire Bcstg. Co.
 Address.....Box 590
 Phone: 2-9787.....Air Time: Full Time
 Transcription Service.....World
 News Service.....UP
 Representative.....Broadcast Time Sales
 Pres., Gen. Sta. Mgr.....A. T. Shields
 Comm. Mgr.....Gerald M. Hauser
 Prog., Pub., Sales Prom. 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: HEmpstead 2-2964.....Air Time: Full Time
 News Service.....UP
 Representative.....W. S. Grant
 General Mgr.....Mel D. Marshall
 Prog. Dir.....W. McIntosh
 Chief Engineer.....Merlin W. Haag

KWOW—Pomona—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Valley Bdcstg. Co.
 Business-Studio Address.....1240 E. Holt St.
 Phone: Lycoming 2-1293.....Air Time: Daytime
 News Service.....UP
 General Mgr.....Dean H. Wickstrom
 Comm. Mgr.....Jim Robinson
 Prog. Dir.....F. E. 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: 1450.....Air Time: Full Time
 News Service.....UP
 Representative.....O'Connell
 Gen. Mgr., Owner.....Ralph F. Miller
 Local Sales Mgr.....Don Weldon
 Chief Engineer.....Bill White

KBLF—Red Bluff—1947
 ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hal K. Shade
 Address.....Tremont Hotel
 Phone: 880.....Air Time: Full Time
 News Service.....UP

Representative.....Moore
 General Manager.....W. W. Boone
 Station Mgr.....W. F. Baumgarten
 Program Director.....L. Craig
 Chief Engineer.....Harry Shelby

KSDA—Redding—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Valr, Inc.
 Address.....Box 1400
 Phone: 600.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Grant
 Pres., Mgr.....R. H. Dow
 Sta., Comm., Sls. Mgr., Eng.....P. Farrelle
 Program Director.....D. Niles
 Publicity Director.....Nick Chames

KVCV—Redding—1936
 CBS

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Golden Empire Bcstg. Co.
 Address.....Box 511
 Phone: 1646.....Air Time: Full Time
 News Service.....UP
 Representative.....Avery Knodel
 Membership.....NARTB
 Pres., Gen. Mgr.....Mrs. Hugh McClung
 Station Manager.....Fred M. Stuelpnagel

KCAL—Redlands—1954

Frequency: 1410 Kc.....Power: 1000 Watts
 Owner.....Southwest Bcstg. Co., Inc.
 Address.....223 E. State
 Phone: 3-2359.....Air Time: Day
 Representative.....Tracy Moore
 Gen., Comm. Mgr.....R. C. Winkelman
 Program Dir.....Ellen Winkelman
 Sec'y. Treas.....A. M. Miller

KPRO—Riverside—1941

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned.....Bcstg. Co. of America
 Business Address.....3401 Russell
 Phone: Overland 6-0260.....Air Time: Full Time
 News Service.....AP
 Representative.....Pearson
 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.....310 Tenth St.
 Phone: HU 1-4631.....Air Time: Full Time
 News Service.....UP
 Representative.....Peery
 Membership.....NARTB
 President-General Mgr.....Ewing C. Kelly
 Publicity Director.....Irma Davis
 Sta., Sls. Mgr., Prog. Dir.....R. E. Kelly
 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... McClatchy Newspapers
News Service... UP, AP
Representative... Paul H. Raymer
President... Eleanor McClatchy
Station Manager... Keith B. Collins
Sales Mgr... A. C. Williams
Program Director... Harry Warren
Chief Engineer... Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By... Capitol Radio Enterprises
Address... Hotel Senator
Phone: Hudson 1-3133. Air Time: Full Time
News Service... AP
Transcription Service... World, Langworth
Representative... Broadcast Time Sales
Membership... NARTB
General Manager... Irving J. Schwartz
Program Director... J. Matranga
Commercial Manager... S. George
Chief Engineer... Logan Z. Edwards

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
Representative... Hollingbery
Membership... NARTB, RAB
Gen. Mgr... Ralph Guild

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, McGavren
Membership... NARTB, RAB
Pres., Gen. Mgr... Lincoln Dellar
Comm. Sales Prom. Mgr... Howard Haman
Program Director... Jack Lawson
Chief Engineer... Ewald Berger

KDON—Salinas—1935

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By... Frank Oxarart
Business Address... Box 1490, Salinas
Phone: 2-6464. Air Time: Full Time
News Service... UP
Representative... McGavren
Membership... NARTB

President... Frank Oxarart
Gen., Sta. Mgr... Jack Feldmann, Jr.
Commercial Mgr... Harold Knowlton
Sls. Prom. Mgr... Ann Knowlton
Chief Engineer... Omer Wright

KSBW—Salinas—1947—MBS

Frequency: 1380 Kc. Power: 1,000 Watts
Owned-Oper. By... Salinas Valley Bcstg. Corp.
Business Address... P.O. Box 1651
Phone: 8071. Air Time: Full Time
News Service... AP
Transcription Service... Lang-Worth, World
Representative... Forjoe
Membership... NARTB, RAB
Pres., Gen. Mgr... John C. Cohan
Commercial Manager... L. L. Daggett
Sta. Mgr... Fran Conrad
Sales Prom., Pub., Prog. Dir... Mike Morisoli
Chief Engineer... Bill Hargan

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
Pres., Gen., Sta. Comm. Mgr... F. A'Angelo
Sls. Mgr., Prog. Dir... Jim Lucas
Comm., Prom. Dir... Orval Pond

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For Clear, Comprehensive
Coverage . . .

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

KFXM—San Bernardino—1929
MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By . . . Lee Bros. Bcstg. Corp.
 Bus. Studio Address California Hotel
 Phone: 4761 Air Time: Full Time
 News Service UP
 Membership NARTB
 Transcription Service World
 Representative John Blair
 Pres., Gen., Sta. Mgr. W. R. Hasbrook
 Commercial Mgr. George Nickson
 Sales Promotion Mgr. Bette Iglai
 Program Dir. Willard Hasbrook
 Publicity Dir. Howard Bailey
 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
 Comm. Sls. Prom. Mgr. Perry Carle
 Publicity Dir. Bob Van Roy
 Prog. Dir., Ch. Eng. 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 UP
 Transcription Service Lang-Worth
 Representative Broadcast Time Sales
 Pres., Gen. Mgr. Norman H. Rogers
 Station Manager George W. Brock
 Sls. Prom. Mgr., Prog. Dir. John Staples
 Program Director Chuck Palmer
 Chief Engineer George W. Brock

KCBQ—San Diego—1946

Freq.: 1170 Kc. Power: 5 Kw. d; 1 Kw. n.
 Owned-Oper. By . . . Bartell Broadcasters, Inc.
 Bus. Studio Address P. O. Box 1629
 Phone: Cypress 5-4103 Air Time: Unlimited
 News Service UP
 Representative Young
 Membership NARTB
 Pres. Gerald Bartell
 Exec. V.P. John F. Box, Jr.
 Gen. Mgr. Larry Buskett
 Sls. Prom. Mgr. John Caidenhead
 Program Dir. Ralph Nenard
 Chief Engineer Robert L. Weeks

KFMB—San Diego—1941
CBS

Frequency: 540 Kc. Power: 5 Kw.
 Owned Wrather-Alvarez Bcstg Co.

**TELEVISION
CLICHES**

This helps you in any of those new television movies . . . when the picture lags and you want to impress your friends use this cliché at our expense. It will fit practically any place in an airplane picture. It's just another friendly service of KFXM — San Bernardino, California.

“You're not going to send a kid like this up in a crate like that on a night like this?”

*Usually starring that magnetic newcomer Slim Summerville as a mechanic.



Bus.-Studio Address.....1045 Fifth Ave.
 Phone: BE 2-2114.....Air Time: Full Time
 News Service.....AP
 Representative.....Petry
 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.....Dan Bellus
 Program Director.....Jerry Lee Pecht
 Chief Engineer.....Charles F. Abel

Business Address.....4919 Van Nuys Blvd.
 Phone: State 4-6291.....Air Time: Full Time
 News Service.....AP
 Newspaper Affil.....Valley Times
 Membership.....NARTB
 Transcription.....Capitol, World, Lang-Worth
 President.....E. P. Franklin
 Gen., Comm., Sta. Mgr.....Howard P. Gray
 Program Dir.....Allen McKee
 Chief Engineer.....Jay Rice

KFSD—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
 Transcription Service.....Standard
 Representative.....Katz Agency
 Membership.....NARTB
 President.....James G. Rogers
 General Manager.....William Goetze
 Station Manager.....F. T. Boise Jr.
 Program Director.....Edward Baltimore
 Chief Engineer.....Leroy Bellwood

KCBS—San Francisco—1912
CBS

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Operated By.....CBS
 Address.....Sheraton Palace Hotel
 Phone: YUKON 2-7000.....Air Time: Full Time
 News Service.....AP, UP, INS
 Representative.....CBS Radio Spot Sales
 President (CBS).....Frank Stanton
 Gen., Sta. Mgr.....Jules Dundes
 Commercial Manager.....Roland Kay
 Promotion Mgr.....Evelyn Clark
 Program Director.....Pede Worth
 Publicity Director.....William Cullenward
 Chief Engineer.....Alan Cormack

KGB—San Diego—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Marion R. Harris
 Address.....1017 First Ave.
 Phone: BE 3-6151.....Air Time: Full Time
 News Service.....UP
 Representative.....H-R
 Membership.....RAB, NARTB
 President.....Marion R. Harris
 Ass't Mgr.....Leonard W. Landmark
 Program Director.....Robert S. Regan
 Chief Engineer.....Norman Duncan

KEAR—San Francisco—1947

Frequency: 1550 Kc.....Power: 10 Kw.
 Owned-Oper. By.....Bay Radio Inc.
 Address.....1550 California St.
 Phone: Prospect 6-4526.....Air Time: Full Time
 News Service.....AP
 Representative.....Burn Smith Co.
 Pres., Gen. Mgr.....Stephen A. Cisler
 Program Director.....Ward Glen
 Chief Engineer.....D. F. Mariska

KSDO—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 Service.....UP
 Rep.....Pearson, McGavren, Feltis, Cox
 Vice-Pres., Gen. Mgr.....Wilson Edwards

KFRC—San Francisco—1923
DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address.....1000 Van Ness Ave.
 Phone: Prospect 6-0500.....Air Time: Full Time
 News Service.....AP, UP, INS
 Representative.....Pabst
 Membership.....NARTB
 Gen., Sta. Mgr.....William D. Pabst
 Commercial Manager.....William E. Nichols
 Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
 Program Director.....Mel Venter
 Chief Engineer.....E. G. Underwood

KSON—San Diego—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fred & Dorothy Rabell
 Address.....630 F. St.
 Phone: BE 3-5175.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 Representative.....Forjoe
 General Manager.....Fred Rabell

KGO—San Francisco—1924
ABC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....ABC-PT
 Business Address.....7 W. 66 St., N. Y., N. Y.
 Phone: SU 7-5000.....Air Time: Full Time
 News Service.....AP, INS
 Representative.....Edward Petry
 President (ABC).....Robert E. Kintner
 V.P., ABC; Sta. Mgr.....James H. Connolly

KGIL—San Fernando—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....San Fernando Va. Bcstg. Co.

Commercial Mgr. David Sacks
 Sls. Prom. Mgr., Pub. Dir. Victor P. Reed
 Program Director. Russ Baker
 Chief Engineer. Harry N. Jacobs

KJBS—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
 Transcription Service All
 Representative Young
 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

KNBC—San Francisco—1922
 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
 Representative. NBC Spot Sales
 Membership NARTB, RAB
 President (NBC) Robert Sarnoff
 Gen., Sta., Comm. Mgr. W. K. McDaniel
 Sales Promotion Mgr. Dave Engles
 Program Director. Jack Wagner
 Publicity Director. Jane Morrison
 Chief Engineer. J. W. Baker

KSAN—San Francisco—1936

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
 Sta., Comm., Sls. Mgr. Richard P. Bott
 Chief Engineer. H. Wickersham

KSFO—San Francisco—1925

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By San Francisco Bcstr's, Inc.
 Bus. Studio Address. 950 California St.
 Phone: YUkon 2-5500. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, RAB
 President. Wesley I. Dumm
 Gen. Mgr. Roman W. Wassenberg
 Com. Mgr. Gary Garland
 Program Dir. Robert Hansen
 Publicity Dir. Pat Sweet
 Dir. of Engineering. Charles Smith

KYA—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 AM Radio Sales
 Membership RAB
 President. J. Elroy McCaw
 General Manager. H. G. Fearnhead
 Commercial Manager. Irving C. Phillips
 Chief Engineer. Paul Beck

KBIF—San Francisco-Fresno
 1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By John Poole Bdcstg. Co.
 Business Address. 857 Van Ness Ave.
 Phone: 6-0791. Air Time: Daytime
 News Service UP
 Representative Broadcast Time Sales
 Membership RAB
 Owner, President. John H. Poole
 Gen. Mgr. Dave Maxwell

KEEN—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
 Membership NARTB
 President. George M. Mardikian
 V.P., Gen. Mgr. Floyd Farr
 Sta. Mgr., Prog., Pub. Dir. G. Snell
 Chief Engineer. E. Greer
 Commercial Mgr. Robert J. Blum

KLOK—San Jose—1946

Freq.: 1170 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Radio KLOK, Inc.
 Business Address. P. O. Box 967
 Phone: CYpress 5-7313. Air Time: Full Time
 News Service AP
 Membership RAB
 Representative O'Connell; Pickens
 President. E. L. Barker
 Gen. Mgr. R. E. Ryan
 Sls. Prom., Pub. Dir. Lois Johnson
 Program Director. Ruth Poindexter
 Chief Engineer. Bill Cunningham

KSJO—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 Hall; BTS
 President. Patrick H. Peabody
 Gen. Mgr. Norman Paul
 Comm. Mgr. Earle Russell
 Publicity Director. Gordon B. Greb

KRRX—San Jose—1948

Frequency: 1500 Kc. Power: 1000 Watts

SUPPORT
THE
AMERICAN CANCER SOCIETY

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, BTS
Membership.....NARTB
Pres., Gen. Sta. Mgr......Joe E. Levitt
Sta. Mgr......Gordon Graham
Program Director.....Frank G. Kilpatrick
Sls. Prom., Pub. Dir......J. E. Levitt
Chief Engineer.....Bill Frost

KATY—San Luis Obispo—1949

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
Phone: 3171.....**Air Time:** Full Time
News Service.....UP
Trans. Service.....World
Representative.....Meeker
Membership.....NARTB
Pres., Gen. Sta., Comm. Mgr......M. F. Marquardt
Sales Prom. Mgr......Dale Kirk
Prog., Pub. Dir., Ch. Eng......Clay Coldwell

KVEC—San Luis Obispo—1937
MBS-DON LEE-KBS

Frequency: 920 Kc.....**Power:** 1 Kw, d., 500 w. n.
Owned-Oper. By.....Valley Electric Co.
Business Address.....787 Higuera St.
Phone: 1100.....**Air Time:** Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....Broadcast Time Sales
Membership.....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen. Mgr......Les Hacker
Commercial Manager.....Si Darrah
Sls. Prom. Mgr......James Dana
Pub. Dir......Harlow Meyers
Program Director.....Arthur Hapgood
Chief Engineer.....James Cochrane

KVSM—San Mateo—1947

Frequency: 1050 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....KVSM, Inc.
Business Studio Address.....279 Baldwin Ave.
Phone: Diamond 4-2541.....**Air Time:** Daytime
News Service.....INS
Representative.....Rambeau, McGavren
President.....Les Malloy
General Manager.....Jack Grant
Program Dir......Bob Byrne
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 Afil......S. R. Independent Journal
News Service.....UP
President.....Roy A. Brown
V.P., Gen., Comm. Mgr., Ch. Eng......H. E. Turner

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....**Power:** 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Phone: Kimberly 3-8321.....**Air Time:** Unlimited
News Service.....UP
President.....Ernest L. Spencer
General Manager.....Hal Davis
Sta., Comm. Mgr......Donner P. Spencer
Comm. Manager.....Dick Leader
Prog. Director.....Ed Nix
Publicity Director.....Bill Francks
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
Membership.....NARTB, RAB
News Service.....UP
Representative.....Gill-Perna, McGavren
Transcription.....Standard
Owner.....F. Robert Bauer
Sales Manager.....W. Osborne
Program Director.....Lou Stumpo

KIST—Santa Barbara—1946
NBC

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone: Woodland 3981.....**Air Time:** Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Pres., Gen. Sta. Mgr......Harry C. Butcher
Vice President.....M. J. McKeogh
Commercial Manager.....James Blomfield
Program Director.....Claire Behan
Chief Engineer.....Robert Levinson

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: Woodland 3911.....**Air Time:** Full Time
Newspaper Afil......Santa Barbara News-Press
News Service.....AP
Representative.....Paul H. Raymer
President.....Thomas M. Storke
V.P., Gen. Mgr......Charles A. Storke
Sta., Comm. Mgr., Sls. Prom......Jo Benes
Program Dir......Gordon Phillips
Chief Engineer.....Leo De Connick

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
Representative.....BTS

Pres., Gen., Sta., Comm. Mgr. . . . C. V. Berlin
 Prog. Dir. D. C. Hartin

KCOY—Santa Maria—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Arenze B'casters
 Business-Studio Address 801 So. B'way
 Phone: Walnut 5-2644 Air Time: Full Time
 Representative Paschall
 News Service AP
 Transcription Service World
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. James H. Ranger
 Comm., Sls. Prom. Mgr. Edmond L. Feely
 Prom., Pub. Dir. Ed L. Zuchelli
 Chief Engineer Frank J. Nesmith

KSMA—Santa Maria—1945

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By J. Hagerman, J. I. Groom
 Address 510 W. Morrison
 Phone: 5-2582 Air Time: Full Time
 News Service UP
 Sta. Rep. Tracy Moore
 Managers James M. Hagerman, John I. Groom

KSPA—Santa Paula—1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Santa Paula Bcstrs. Inc.
 Business-Studio Address 110 Middle Rd.
 Phone: 940 Air Time: Full Time
 Station Rep. O'Connell, Ayres
 Gen., Sta. Manager Juan G. Salas
 Program Director Loretta Vela
 Sales Prom. Manager Arturo Riley
 Publicity Director Mark Marion
 Chief Engineer Jack C. Feather

KSRO—Santa Rosa—1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By Finley Bcstg. Co.
 Business-Studio Add. Fresno & Finley Aves.
 Phone: 110 Air Time: Full Time
 Newspaper Affil Press-Democrat
 News Service UP
 Representative W. S. Grant
 President Mrs. E. L. Finley
 Gen.-Station Manager Frank McLaurin
 Sls. Prom., Pub. Dir. Greg Prichard
 Chief Engineer Hilmar Cann

KROG—Sonora—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Bruce 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. Bruce E. Ferrel
 Sta., Sls. Prom., Comm. Mgr. G. E. Manley
 Prog. Dir. L. E. Ferrel
 Chief Engineer C. W. Mitchell

KGDM—Stockton—1926

CBS

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Oper. By Golden Valley Bcstg. Co.
 Business-Studio Address 519 E. Market St.
 Phone: HO 4-4551 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative John Blair
 President L. E. Chenault
 V.P., Gen. Manager A. L. Torbet
 Program Director Bob Brannan
 Prom., Pub. Director Edie Smith
 Gen. Sls. Manager Ted Carlsen
 Chief Engineer J. Tyron Kelley

KSTN—Stockton—1949

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By San Joaquin Bcstg. Co.
 Business Address 2171 Ralph Ave.
 Phone: HO 4-9209 Air Time: Full Time
 News Service UP
 Representative Hollingbery
 Membership NARTB, RAB
 President Knox La Rue
 Program Director Ellis Lind
 Publicity Director Ray Golden
 Chief Engineer Carl McGee

KWG—Stockton—1921—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McClatchy Bcstg. Co.
 Business-Studio Address Hotel Wolf
 Phone: HOward 5-5728 Air Time: Full Time
 News Service AP
 Representative Paul H. Raymer
 Membership RAB
 Pres., Gen., Sta. Mgr. J. E. Longe
 Comm. Manager Marian Hough
 Sls. Promotion Mgr. Howard Becker
 Program Director E. R. Ferguson
 Chief Engineer M. Bey Greene

KXOB—Stockton—1947—MBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By KXOB, Inc.
 Business-Studio Address Hotel Stockton
 Phone: HOward 4-7313 Air Time: Full Time
 News Service UP
 Representative McGavren
 Membership RAB
 President J. E. Gamble
 Gen., Sta., Comm. Mgr. Ort Lofthus
 Prog. Dir. Mel Riddle
 Chief Engineer James Tracewell

KSUE—Susanville—1948

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By N. Hallowell, J. E. McKahan
 Phone: 2020 Air Time: Full Time
 News Service UP
 Representative Tracy Moore
 Membership NARTB

Manager.....Nolan Hollowall
 Traffic Manager.....G. W. Burr
 Program Director.....Carlton Currie
 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., Sta. Mgr.....Kenneth Aitken
 Sls. Prom., Comm. Mgr.....Jack Smith
 Prog., Pub. Dir., Chief Engr.....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: 6-2866.....Air Time: Full Time
 News Service.....UP
 Representative.....Forjoe
 General Manager.....Sheldon Anderson
 Station Manager.....J. Alcan Rinehart

KTUR—Turlock—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone: 45827.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....O'Connell
 Membership.....NARTB, RAB
 President.....Wallace Lindskoog
 Gen., Sta., Comm., Sls.....H. A. 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
 Phone: Homestead 2-4771.....Air Time: Full Time
 Representative.....Grant
 Transcription Service.....Standard
 News Service.....AP
 Membership.....NARTB
 Gen., Comm. Mgr.....John Franklin
 Sls. Promotion Mgr.....Phil Trine
 Program Dir.....Jack Hasling
 Publicity Dir.....Dave King
 Chief Engineer.....John Cheathan
 Commercial Mgr.....Louis DuMoulin
 Program Director.....John Oliveira
 Chief Engineer.....Stanley Ryno

KGWV—Vallejo—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Vallejo Bcstg. Co.
 Business-Studio Address.....3287 Sonoma Blvd.

Phone: Vallejo 8-8944.....Air Time: Full Time
News Service.....UP
 Transcription.....Capitol
 Representative.....BTS
 Co-Owners, Co-Mgrs.....E. Peck, A. J. Krisik
 Comm. Mgr.....A. J. Krisik
 Pub., Prog. Dir.....Ellsworth Peck
 Sls. Prom. Mgr.....Robert Wade
 Chief Engineer.....William Roberts

**KVEN—Ventura—1948
 MBS-DON LEE**

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
 Representative.....McGavren, Webb
 President.....Carroll Hauser
 General Manager.....Sydney Held
 Station Manager.....Fred Hall
 Commercial Mgr.....Karl Rembe
 Sls. Prom. Mgr.....Bob Godeck
 Program Director.....Frank Haines
 Pub. Dir.....Jerry Thomas
 Chief Engineer.....Fred Hall

KUDU—Ventura—1947

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
 News Service.....AP
 Membership.....NARTB
 Transcription Service.....Langworth
 Mcnager.....Bill E. Williams
 Chief Engineer.....Tom Kindall

KONG—Visalia—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio KONG
 Address.....Box 1429
 Phone: REDwood 4-5811.....Air Time: Full Time
 News Service.....UP
 Representative.....Hollingbery
 General Manager.....L. E. Chenault
 Station Manager.....Randall Kyle
 Program Manager.....Dick Scudder
 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: PLateau 8-6425.....Air Time: Daytime
 Transcription Service.....Broadcast Time Sales
 News Service.....AP
 President.....E. J. Peters
 Gen. Mgr.....E. Franz
 Station Mgr.....Theo. G. Heinrichs
 Program Dir.....Bob Bann
 Chief Engineer.....Norman Berg

KHUB—Watsonville—1937

Frequency: 1340 Kc. Power: 250 Watts
 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
 Phone: 624 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative T. Moore
 Membership NARTB
 Station Manager Jack A. Mitchell

KAGR—Yuba City—1953

Frequency: 1450 Kc. Power: 100 Watts
 Owner James E. Jaeger
 Address Box 247
 Phone: Sherwood 3-7343 Air Time: Full Time
 News Service UP
 Representative Best
 President James E. Jaeger
 Comm. Manager Louis DuMovlin
 Program Director Deon Coil
 Gen., Sta. Mgr., Ch. Eng. James E. Walley

KUBA—Yuba City—1947

Freq.: 1600 Kc. Power: 1Kw., d., 500 w. n.
 Owned-Operated By Peachbowl Bcstrs., Inc.
 Bus. Add., Hotel Marysville, Marysville, Cal.
 Phone: Sherwood 3-7309 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Rep. Ayers, O'Connell, Continental
 President Chester V. Ullom
 Gen. Manager Roger R. Hunt
 Comm. Sls. Prom. Mgr. Lloyd Klemp
 Prog. Dir. Ric Ryan
 Pub. Dir. Bob Fahey
 Chief Engineer Carl W. Pendergrat

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

AP

FOR

RADIO and TELEVISION

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

**KGIW—Alamosa—1929—KBS
MBS-IMN**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... D. L. & Katholeen Allen
Address... P. O. Box 179
Phone: 26... Air Time: Full Time
News Service... UP
General Manager... D. L. Allen
Comm. Manager... Katholeen Allen

KOSI—Aurora—1954

Frequency: 1430 Kc. Power: 5 Kw.
Owned-Oper. By... Mid-America Bcstg. Co.
Address... 9100 East Colfax
Phone: EMpire 6-2695... Air Time: Full Time
News Service... UP
Representative... ForJoe
Membership... NARTB
President... David M. Segal
Gen. Sta. Mgr... Edward M. Guss
Comm. Mgr... James F. Brown
Sls. Prom. Mgr... Samuel Blessing
Prog. Dir., Chief Eng... Lonnie A. Licata
Publicity Dir... Bobby Beers

KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Boulder Radio KBOL, Inc.
Address... Box 146
Phone: Hillcrest 2-2242... Air Time: Full Time
News Service... AP
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

**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

**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... Avery-Knodel
Membership... NARTB, RAB
Pres., Gen. Sta. Mgr... Harry W. Hoth
Program Director... John Finlayson

Comm. Mgr... Darold Wilkinson
Publicity Dir... Pat Kelly
Chief Engineer... Herbert Schubarth

**KVOR—Colorado Springs
1924—CBS**

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Riggs & Greene, Inc.
Address... 512 So. Tejon
Phone: Melrose 2-3536... Air Time: Full Time
News Service... UP
Representative... Hollingbery
Membership... NARTB, RAB
President... John S. Riggs
Station Mgr... Verl Bratton
Prog. Dir... Dave Scott
Chief Engineer... Earl Leonard

**KWBY—Colorado Springs
1955**

Frequency: 740 Kc. Power: 250 Watts
Owned-Oper. By... Music Broadcasting Corp.
Address... Box 764
Phone: Melrose 4-5511... Air Time: Daytime
News Service... UP
Representative... Radio-TV Reps., Inc.
Membership... NARTB
Pres., Gen. Mgr... John L. Buchanan
Sta. Mgr., Pub. Dir... Russ Chapman
Comm. Mgr... Ralph Petti
Prog. Dir... John L. Buchanan
Chief Engineer... Geo. Kaufman

KVFC—Cortez—1955—KBS

Frequency: 740 Kc. Power: 1 Kw.
Owned-Oper. By... J. Hawkins & B. Hubbs
Address... KVFC Building
News Service... UP
Transcription Service... World
Representative... Best
Gen. Mgr... Jack Hawkins
Sta. Mgr... Jack James
Comm. Mgr... George Fender
Program Dir... Jack James

KRAI—Craig—1947

Frequency: 550 Kc. Power: 1 Kw. d. 500 W. n
Owned-Oper. By... Northwestern Bcstg. Co.
Phone: 707-8... Air Time: Full Time
News Service... UP
Representative... Columbine
Transcription Service... Thesaurus
Membership... NARTB, RAB
President... George Cory
General Manager... Dale G. Moore
Sta., Sales Prom. Mgr... Dick Bonderud
Comm. Manager... George Prechtel
Prog., Pub. Director... Dick Porter
Chief Engineer... Tom Weir

KDTA—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Monarch Broadcasting Co.
Address... 315 Main St.

Phone: 140.....Air Time: Full Time
 News ServiceUP
 Transcription SESAC
 President, Gen. Mgr.....D. E. Towne

KFML—Denver—1955

Frequency: 1390 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Evert A. Bancker, Jr.
 Address..... 262 Fillmore St.

KFSC—Denver—1954

Frequency: 1220 Kc.....Power: 1 Kw.
 Owned..... Francisco V. Sanchez
 Address..... 3340 Lafayette St.
 Phone: AComa 2-8935..... Air Time: Daytime
 News ServiceINS
 Representative.....Oakes, Midwest Time
 President F. V. Sanchez
 Gen. Sta. Mgr.....Levi Beall
 Comm. Mgr..... Joseph E. Flynn
 Program Dir..... Joseph Lito
 Chief Engineer..... Oran E. Kelly

KIMN—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 ServiceUP
 Station Representative..... Avery-Knodel, Inc.
 Membership RAB
 President A. L. Glasmann
 Gen. Mgr..... Collin W. Lowder
 Commercial Manager..... Kenneth E. Palmer
 Prom. Mgr., Prog. Dir..... Ted Nelson
 Chief Engineer..... Robert Blanchard

KLIR—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
 Transcription Service Lang-Worth
 News ServiceINS
 Representative.....Continental, Biddick
 Owner-Gen., Mgr.....G. B. Anderson
 Commercial Mgr..... L. L. Tracy
 Bus. Mgr..... H. G. Kincaid
 Prog. Dir..... G. B. Anderson

KLZ—Denver—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Aladdin Bcstg. Corp.
 Business-Studio Address..... 131 Speer Blvd.
 Phone: MAIn 3-4271..... Air Time: Full Time
 News Service..... AP, INS.
 Newspaper Affiliation Time, Inc.
 RepresentativeKatz
 Membership NARTB, RAB
 President Hugh B. Terry
 Station Mgr..... Phil Hoffman
 Commercial Manager Lee Fondrew
 Sales Prom. Mgr..... Harold Storm
 Program Coordinator..... Charles Roberts
 Pub. Dir..... Bill Day
 Chief Engineer..... Harvey E. Wehrman

KMYR—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
 Station Representative..... Sears & Ayer
 General Manager F. W. Meyer
 Station Manager..... A. G. Meyer
 Sales Manager Ken Hildebrandt

KOA—Denver—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Oper. By..... KOA, Inc.
 Business-Studio Address..... 1625 California St.
 Phone: Main 3-6211..... Air Time: Full Time
 News Service AP, INS
 Transcription Service Thesaurus
 Representative Edward Petry & Co.
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. William W. Grant
 Sales Prom. Mgr..... Orville Rennie
 Comm. Mgr..... Robert Hix
 Program Director..... Jim Atkins
 Exec. Asst. Ralph Radetsley
 Chief Engineer..... J. A. Slussea

KTLN—Denver—1948

Frequency: 1280 Kc.....Power: 5 Kw.
 Owned-Oper. By..... Radio Station KTLN
 Address..... 431 W. Colfax
 Phone: Acoma 2-4811..... Air Time: Full Time
 News ServiceUP
 Membership RAB

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

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

Representative..... Radio-TV Reps., Inc.
 Owner, Gen., Sta. Mgr..... Leonard Coe
 Comm. Mgr..... Dean Jarvis
 Pub. Dir..... Rich Froemke
 Nat. Sales Mgr..... Lee Mehlig
 Program Director..... Jack Helling
 Chief Engineer..... Norman Petersen

KVOD—Denver—1925—ABC

Frequency: 630 Kc..... Power: 5000 Watts
 Owned-Operated..... San Luis Valley Bcstg.
 Business-Studio Add.. Midland Savings Bldg.
 Phone: TAbor 5-2291..... Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative..... Free & Peters
 Membership NARTB, RAB
 President..... George O. Cory
 General Manager..... Dale Moore
 Station Manager..... Art Peterson
 Commercial Manager..... Earle Ferguson
 Program Director..... Bill Keane
 Publicity Director..... Ben Stanton
 Chief Engineer..... Ralph Heikkila

**KIUP—Durango—1935
 MBS-KBS**

Freq.: 930 Kc..... Power: 5 Kw. d., 1 Kw. n.
 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
 Gen., Sta. Mgr..... R. E. O'Brien
 Comm. Mgr..... Al Gare
 Program Director..... Herb Jobs
 Sls. Prom. Mgr..... Lindsey Becker
 Publicity Director..... Ralph T. Bennett
 Chief Engineer..... Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc..... Power: 1000 Watts d.
 Owned By..... G. F. Maples, R. B. McAlister
 Address..... 3355 S. Broadway
 Phone: Sunset 1-4481..... Air Time: Daytime
 News Service UP
 Membership NARTB
 Sta., Sls. Prom., Gen. Mgr.. Grady F. Maples
 Comm. Mgr..... J. Kenneth Brothers
 Chief Engineer..... D. F. White, Jr.

**KCOL—Ft. Collins—1947
 IMN**

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 AP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 President Herb Hollister
 Gen., Sta., Prom. Mgr., Pub. Dir.. E. Atteberry
 Commercial Manager..... Bob McClary
 Program Director..... Hollis Hoff

Chief Engineer..... Dan Coltrane
 News Editor..... Mona Atteberry

KFTM—Fort Morgan—1949

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
 Pres., Gen., Sta. Mgr..... R. H. Dolph
 Comm., Sls. Prom. Mgr..... Lloyd Walker
 Program Director..... Dawson Jelnick
 Chief Engineer..... Richard Stemple

**KGLN—Glenwood Springs
 1950—MBS**

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Oper. By..... KGLN, Inc.
 Address..... P. O. Box C
 Phone: 777..... Air Time: Daytime
 Representative Holman
 Membership NARTB
 President..... Rex Howell
 Vice Pres., Sta. Manager..... Jerry Fitch

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
 Transcription Service..... Capitol, Thesaurus
 Representative..... Harlan Oakes
 Membership NARTB, RAB
 President..... D. Spencer Grow
 Vice Pres., Gen. Manager... Abbott Tessman

**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
 Representative Hal Holman
 Membership NARTB
 Pres., Gen. Mgr..... Rex Howell
 Sta., Comm., Prom. Mgr.... E. Anson Thomas
 Pub., Prog. Director..... Gregg Chancellor
 Chief Engineer..... Cecil Whitchurch

KFKA—Greeley—1921

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Oper. By.... Mid-Western Radio Corp.
 Business-Studio Address.... 620—8th Ave.
 Phone: 450..... Air Time: Full Time
 Representative Hal Holman
 News Service UP
 Membership NARTB
 Transcription Service..... Thesaurus
 President..... H. E. Green
 Sta., Gen. Mgr..... William G. Stewart
 Comm. Mgr..... Virginia Sears
 Pub. Dir., Sls. Prom..... Dick Frink
 Program Director..... Jack Redus
 Chief Engineer..... Harry Brewer

KYOU—Greeley—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Meroco Bcstg. Co.
 Address 2424 Sixth Ave.
 Phone: 3275 Air Time: Full Time
 News Service AP
 Representative McGillvra, Inc.
 President Elwood H. Meyer
 Gen. Mgr. Everett Shupe

KBNZ—La Junta—1937 MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Otero Broadcasting Co.
 Address Box 485
 Phone: 42 Air Time: Full Time
 News Service AP
 Representative Clark
 Transcription Standard
 President M. S. Morrison
 Gen., Sta. Mgr., Chief Eng. R. D. McGregor
 Comm., Sls. Prom. Mgr. Jack Lee
 Pub., Prog. Dir. Robert Mahaffey

KLAK—Lakewood—1955

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Oper. Lakewood Bcstg. Service, Inc.
 Address 1315 Oak St.
 Phone: Belmont 3-5525 Air Time: Daytime
 News Service UP
 Membership NARTB
 Pres., Gen., Sta. Mgr. Maurice J. DeVolt
 Comm. Manager Julia W. DeVolt
 Program Director Edythe G. Sweeney
 Chief Engineer Lloyd Skillin

KLMR—Lamar—1948

KBS-IMN

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.
 Owned-Oper. By SE Colorado Bcstg. Co.
 Address P. O. Box 632
 Phone: 804 Air Time: Full Time
 Newspaper Affil. Daily News
 News Service UP
 Transcription Service World
 Representative Continental
 President Ralph Eaton
 Gen., Sta. Mgr. Dennis Behan
 Comm., Prom. Mgr. William Jack
 Pub., Prog. Director William Adams
 Chief Engineer Danny Peluso

KLVC—Leadville—1951—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned 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

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Station KLMO
 Address Box 799

Phone: 1050 Air Time: Daytime
 News Service UP
 Membership NARTB
 Gen., Prom. Mgr., Prog., Pub. Dir. R. J. Cutting
 Comm Manager Thomas B. White
 Chief Engineer Walter Robinson

KLOV—Loveland—1955

Frequency: 1570 Kc. Power: 250 Watts
 Owned-Operated By Loveland Broadcasters
 Address 1440 E. 6th St.
 Phone: 1570 Air Time: Daytime
 News Service AP
 President J. C. Grisham
 General Manager John W. Ecklin

KSLV—Monte Vista—1954

KBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
 Owned San Luis Valley Bcstg. Co.
 Address 109 Adams St.
 Phone: 553 Air Time: Full Time
 Trans. Service Thesaurus
 Membership NARTB
 President George O. Cory
 General Manager Dale G. Moore
 Station Manager William Merrick

KUBC—Montrose—1946—KBS

Freq.: 1260 Kc. Power: 1 Kw., d., 500 W. n.
 Owned-Operated By Uncompaghe 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
 Asst. Gen. Mgr. Dale G. Moore
 Station Director Robert Churney
 Comm., Prom. Mgr. Jim Richey
 Pub., Prog. Director Ed DeJulio
 Chief Engineer Tom Weir

KCSJ—Pueblo—1947

MBS-IMN

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Star Bcstg. Co., Inc.
 Address 2226 Big Hill Rd.
 Phone: LI 45782 Air Time: Full Time
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Pres., Gen. Mgr. Ray D. Williams
 Sales Manager Ray Whitworth
 Mgr., Prog. Director Cliff Hendrix
 Chief Engineer Marion Cunningham

KDZA—Pueblo—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Address 3011 Elizabeth
 Phone: LI 45646 Air Time: Full Time
 News Service AP
 Representative McGillvra
 Pres., Sta., Sls. Mgr. Dee B. Crouch

KGHF—Pueblo—1928—ABC

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By..Colorado Bcstg. Co., Inc.
 AddressBox 293
 Phone: LI 2-5570.....Air Time: Full Time
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative.....Gill-Perna, Inc.
 MembershipNARTB
 PresidentGifford Phillips
 General Manager.....Robert D. Ellis
 Commercial Manager.....Bill Mahoney
 Station Manager.....J. H. McGill
 Chief Engineer.....Paul Hinde

**KVRH—Salida—1948
 KBS-MBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Heart of the Rockies Bcstg. Co.
 Phone: 30.....Air Time: Full Time
 Mgr., Women's Prog. Dir.....Svea T. Ayers
 Program Directors.....Alan Wall, Glen Ayers
 Chief Engineer.....Chas. Upp

KGEK—Sterling—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Rd.
 Phone: LA 2-1607.....Air Time: Full Time

News ServiceUP
 Trans. Service..Lang-Worth, MacGregor, Cole
 MembershipNARTB
 Gen. Mgr.....Elmer G. Beehler
 Pub. Dir., Sls., Comm. Mgr.....Al Ross
 Chief Engr.....E. G. Beehler

**KOLR—Sterling—1955
 MBS-IMN**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...High Plains Bcstg. Corp.
 Address.....Booth Hill Rd.
 Phone: 2-1740.....Air Time: Full Time
 News ServiceAP
 TranscriptionThesaurus
 General Manager.....John Gazdik

KCRT—Trinidad—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCRT, Inc.
 AddressBox 772
 Phone: 338.....Air Time: Full Time
 News ServiceUP
 MembershipNARTB
 Transcription ServiceWorld
 RepresentativeIndie Sales
 Pres., Gen. Mgr.....E. M. Cooper
 Pub., Prog. Dir.....Pete Deluca
 Sls. Prom. Mgr.....E. Griego
 Comm. Mgr.....F. Hayes

CONNECTICUT

Pop. Feb. 1, 1956 (Est.) 2,235,000—Families 662,000
 Radio Homes 639,000—TV Homes 609,033—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.
 AddressBox 9140
 Phone: AM 8-1601.....Air Time: Full Time
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeAdam Young
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Commercial Manager.....Manning Slater
 Sales Promotion Manager.....Joan Fisher
 Program Director.....Boh Crane
 Publicity Director.....Leo Miller
 Chief Engineer.....Pat Uliamo

**WNAB—Bridgeport—1941
 ABC**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WNAB, Inc.
 Business-Studio Address.....991 Broad St.
 Phone: Edison 3-3112.....Air Time: Full Time
 News ServiceUP
 RepresentativeBurke Stuart
 PresidentHarold Thomas

Gen., Sta., Comm. Mgr.....John Ellinger
 Prog. Director.....Harry Luke
 Sls. Prom. Manager.....Jack Kane
 Publicity Director.....Vin. Lawford
 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: Ludlow 3-9265.....Air Time: Daytime
 News ServiceUP
 RepresentativeClark
 Transcription Service.....Associated, World
 PresidentEric Hatch
 General Manager.....R. C. Kilbourn
 Comm. Mgr.....Amleto Ciccarelli
 Program Director.....James Parker
 Chief Engineer.....Richard L. Ricci

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 ServiceAP

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DETROIT ★ SAN FRANCISCO

Transcription Service.....World, SESAC
 RepresentativeIndie Sales
 PresidentJohn P. Previdi
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
 Program Director.....Eleanor Kemble
 Chief Engineer.....Rudi Cheak

WCCC—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't, Treas.....M. Savitt
 Sta., Comm. Mgr.....R. H. Klein
 Program Director.....B. LaCoe
 Publicity Director.....William Hennesy
 Chief Engineer.....Michael Cookish

WDRC—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 Dir.....Harvey H. Olson
 Chief Engineer.....Henry M. Broderick, Jr.

WGTH—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
 Gen., Comm. Mgr.....John Deme
 Program Director.....Robert Andrews
 Publicity Director.....William Reed
 Chief Engineer.....Rogers Holt

WTIC—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, INS
 Transcription Service.....Lang-Worth SESAC
 RepresentativeChristal
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....Paul W. Morency
 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

WMMW—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
 General Manager.....G. A. Kruttschnitt

WCNX—Middletown—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Middlesex Bcstg. Co.
 Business-Studio Address.....460 Main St.
 Phone: 7-2565.....Air Time: Daytime
 News ServiceUP
 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

WHAY—New Britain—1949

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By..Central Conn. Bcstg. Co.
 Business Address.....22 Grove Hill
 Phone: Baldwin 3-2721.....Air Time: Unlimited
 News ServiceUP
 Representative.....Nona Kirby, R. O'Connell
 MembershipNARTB
 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

WKNB—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, INS
 RepresentativeBolling
 MembershipNARTB
 President.....Julian Gross
 Gen., Sta. Manager.....Peter B. Kenney
 Comm., Sls. Prom. Mgr.....Gustave Nathan
 Program Director.....Ray Neilan
 Publicity Director.....Frank Wooding
 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.
 Phone: SPruce 7-4761.....Air Time: Full Time
 News ServiceAP
 Representative.....Forjoe, Kettell, Carter
 MembershipNARTB
 President.....Victor W. Knauth
 Gen., Sta. Mgr.....Daniel W. Kops
 Sls. Prom., 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.
Phone: UNiversity 5-1133..Air Time: Full Time
News ServiceUP
Representative.....H. R. Reys., 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

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 ServiceAP, INS
Representative.....Katz Agency
MembershipNARTB
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
Prog. Dir.....Lee Manson
Chief Engineer.....Vinnie DeLourantis

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 ServiceUP
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.....Shirley St.
Phone: Temple 8-5566.....Air Time: Full Time
News ServiceUP
RepresentativeMcGillvra
Pres., Gen. Mgr.....James Stolcz
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 ServiceINS, UP
RepresentativeGrant Webb
MembershipRAB

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

Pres., Gen., Sta. Mgr.....D. Lasser
 Sls. Prom., Pub. Dir.....Edward Adler
 Comm. Mgr.....Richard Reed
 Program Dir.....Mal Morse
 Chief Engineer.....Alexander Dubenetsky

WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.
 Owned-Oper. By.....Israel Putnam Bcstg. Co.
 Address.....42 Main St.
 Phone: Walnut 8-2721.....Air Time: Daytime
 Representative.....Kirby
 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: DAVis 4-7575.....Air Time: Full Time
 Newspaper Affiliation.....Stamford Advocate
 Representative.....Everett-McKinney
 President.....Kingsley Gillespie
 Gen. Manager.....Julian Schwartz
 Program Director.....Edwin Coles
 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
 Transcription Service.....SESAC
 Representative.....Bogner & Martin
 Pres., Gen. Mgr.....Charles O. Scott
 Station Mgr.....Joe Trent
 Comm. Mgr.....Alex Pernal
 Prog. Dir., Sls. Prom. Mgr.....Joe Storm
 Chief Engineer.....Gordon Zuchegna

**WTOR—Torrington—1948
 ABC**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Torrington Bcstg. Co., Inc.
 Business-Studio Address.....93 Perkins St.
 Phone: Hunter 9-4181.....Air Time: Full Time
 Representative.....Rambeau
 Pres., Gen., Sta. Mgr.....Edmund Waller
 Comm., Sls. Prom. Mgr.....Al Ayre
 Prog., Pub. Dir.....David Eller
 Chief Engineer.....Edwin Michalski

**WATR—Waterbury—1934
 ABC**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WATR, Inc.
 Business-Studio Address.....440 Medow St.
 Phone: Plaza 5-1121.....Air Time: Full Time
 News Service.....UP
 Representative.....Burke-Stuart
 Membership.....NARTB
 President.....Harold Thomas
 Gen., Sta., Mgr.....Sam Elman
 Comm. Mgr.....Wallace Gordon
 Prog., Pub. Director.....Wally King
 Chief Engineer.....Andre Toross

**WBRY—Waterbury—1934
 CBS**

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....American-Republican, Inc.
 Business-Studio Address.....P. O. Box 1627
 Phone: Plaza 3-1125.....Air Time: Full Time
 News Service.....AP
 Rep.....Avery-Knodel, Kettel-Carter
 Membership.....NARTB
 President.....William J. Pape
 Commercial Manager.....Harry A. DeVorke
 Manager.....J. Maxim Ryder
 Pub. Dir., Sls. Prom. Mgr.....Robert Holzcer
 Program Director.....Walter O. Howard
 Chief Engineer.....Frank B. Hales

**WWCO—Waterbury—1946
 MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper.....New England Bcstg. Co., Inc.
 Business-Studio Address.....119 W. Main St.
 Phone: Plaza 4-5141.....Air Time: Full Time
 News Service.....AP
 Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Lawrence Brandon
 Comm. Mgr.....Howard Mendel
 Pub. Dir.....Phyllis Rawal
 Program Director.....Robert C. Crager
 Chief Engineer.....Frank Granger

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 —Pulse

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WDOV—Dover—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned. Del. State Capitol Bcstg. Corp.
Business Address. Denny's Rd.
Phone: 5816. Air Time: Daytime
News Service AP
Transcription Service RCA
Representative Rambeau
Membership RAB, NARTB
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 O. Wayne Rollins
Gen., Sta., Comm. Sls. Mgr. Norman M. Glenn
Program Director Bill Jaeger
Chief Engineer Edward Marzosa

WKSB—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, Operations Mgr. C. V. Lundstedt
Program Director Borden E. Smith
Sports Director Ross W. Dunbar

WSUX—Seaford—1955

Frequency: 1280 Kc. Power: 500 Watts d.
Owned-Oper. By E. Evans, W. C. Evans
Address Dual Hwy. 13
Representative Clark
Gen. Mgr. Elizabeth Evans

WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 1000 Watts
Owned. Rollins Broadcasting Co.
Address 414 French St.
Phone: 4-8881. Air Time: Full Time
News Service AP

Transcription Service Associated
Representative Rollins, Inc., N. Y. C.
President O. Wayne Rollins
General Manager Byron Millison
Program Director Tim Crow
Chief Engineer Fitzgerald McDaniel

WDEL—Wilmington—1922
NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Delmarva Bcstg. Co., Inc.
Business-Studio Address 10th & King Sts.
Phone: Olympia 8-7268. Air Time: Full Time
News Service UP, AP
Transcription Service Thesaurus
Representative Robert Meeker
Membership NARTB
Station Executive Clair R. McCollough
Station Manager Harvey C. Smith
Natl. 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: Olympia 4-7771. Air Time: Full Time
News Service UP
Transcription Service World
Representative Bolling Co.
Membership RAB
President Ewing B. Hawkins
V.P., Comm. Mgr. Jackson F. Lee
Program Director Warren Keyser
News Director Harry F. Thernal
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
Membership NARTB
Representative Best
Pres.-Sta. Mgr. Gordon K. MacIntosh
Comm., Sls. Prom. Mgr. William S. Ewing
General Mgr. Howard Robinson
Program Director James L. Termine
Publicity Director Justina Spagnolo
Chief Engineer Seymour Toberlisky

WGMS—Washington, D. C.
1947

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. The Good Music Station, Inc.
Address Hotel Harrington
Phone: Executive 3-8676 . . . Air Time: Full Time
News Service AP
Representative. Good Music, Thomas F. Clark
Pres., Gen. Mgr. M. Robert Rogers
Comm., Sales Prom. Mgr. Dan R. Cavalier
Station Mgr. Teresa Rogers
Program Director Pierson Underwood
Chief Engineer Nicholas J. Chaconas

WMAL—Washington, D. C.
1925—ABC

Freq.: 630 Kc. Power: 5,000 Watts
Owned Evening Star Bcstg. Co., Inc.
Address 4461 Connecticut Ave., N.W.
Phone: Kellogg 7-1100 . . . Air Time: Full Time
Representative Katz
Newspaper Affiliation The Evening Star
Membership NARTB, RAB
President John W. Thompson, Jr.
General Manager Fred S. Houwink
Sta., Comm. Mgr. Robert W. Jonscher
Sales Prom. Mgr. Arnold Katinsky
Program Director Martin Pinsker
Chief Engineer Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc. Power: 250 Watts
Owned Wash. Bcstg. Corp.
Address 2000 P. St.
Phone: HObart 2-3900 . . . Air Time: Full Time
Pres., Gen. Mgr. Henry Rau
Vice-Pres. Charles Dillon
Station Mgr. Maxwell Marvin
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.
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

WPGC—Washington, D. C.
(SEE MORNINGSIDE, MD.)**WRC—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) Robert Sarnoff
Vice-Pres. (Wash.) Frank Russell
Vice-Pres., Gen. Sta. Mgr. Carlton D. Smith
Program Director James E. Kovach
Sales Prom. Mgr. Mrs. Joan Phillips
Director of Sales Joseph W. Goodfellow
Commercial Mgr. Harry A. Karr, Jr.
Publicity Director Jay Royen
Chief Engineer John Rogers

WTOP—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
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 Engineer Donald Saunders

WUST—Washington, D. C.
1951

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By. . . Broadcast Management, Inc.
Address 1343 U St.
Phone: HO 2-0011 Air Time: Daytime
Representative Forjoe
Pres., Gen. Mgr. Harold E. Sheffers
Comm., Prom. Mgr. Jackson Lowe
Program Mgr. Georgette Leighton
Chief Engineer Tom Blanks

WWDC—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: TUCKerman 2-7600 . . . Air Time: Full Time
Trans. Stand., Thesaurus, Lang-Worth, 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

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WAPG—Arcadia—1955

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned..... Arcadia-Punta Gorda Bcstg. Co.
Address..... Box 676
Owner..... H. F. McKee
Gen. Mgr., Prog. Dir., Engr. Martin Begley, Jr.

WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By..... WBAR, Inc.
Address..... Box 820, Lakeland Hwy.
Phone Number 3-5111..... Air Time: Day
News Service..... AP
President..... W. A. Wynne
General Manager..... John Burgeen

WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..... Seminole Bcstg. Co.
Address..... Scarborough Bldg.
Phone: 2064..... Air Time: Daytime
News Service..... UP
Transcription Service..... Thesaurus
Chrm. of Bd..... E. D. Rivers, Jr.
President..... Hubert E. Ulmer
General Manager..... Garnett L. Merck
Comm. Manager..... Marvin Smith
Program Director..... Robert Prather

WTRL—Bradentown—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Trail Bcstg. Co.
Address..... Memorial Pier, P. O. Box 1060
Phone: 3-1531..... Air Time: Full Time
News Service..... AP
Representative..... Hil Best
Transcription Service..... Standard
President..... Howard A. Donahoe
Gen. Mgr..... William McD. Herson
Sales Prom. Dir..... Ken McKendree
Dir. of Operations..... Charles A. Blake
Chief Engineer..... Gerald McGougan

WTAN—Clearwater—1948

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
Prog. Dir., Eng..... G. A. Robinson

WKKO—Cocoa—1953—KBS

Frequency: 860 Kc. Power: 1 Kw. d.
Owned-Operated By..... Brevard Bcstg. Co.
Address..... Box 1308
Phone: 1020..... Air Time: Daytime
News Service..... UP
Transcription..... Standard, SESAC, Keystone
Representative..... Hil F. Best

Gen., Sta., Comm. Mgr..... Carl G. Collins, Jr.
Chief Engineer..... Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By..... Peninsular Bcstg. Corp.
Business Address..... Box 1315
Phone: HI 8-7411..... Air Time: Daytime
News Service..... AP
Transcription Service..... Associated, SESAC
Representative..... Clark
Membership..... RAB, NARTB
President-General Mgr..... George W. Thorpe
Program Director..... Robert Hildreth
Chief Engineer..... Thomas Middleton

WCNU—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
Membership..... NARTB
General Manager..... S. F. Townsend

WJSB—Crestview—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Crestview Bcstg. Co.
Address..... Box 267
Phone: 7701..... Air Time: Full
News Service..... UP
Transcription..... Thesaurus
General Manager..... Vernon C. Cooper
Comm. Manager..... James T. Whitaker
Prom. Manager..... Betty Whitaker

WDCC—Dade City—1954

KBS

Frequency: 1350 Kc. Power: 1 Kw. d.
Owned..... Pasco Bcstg. Co.
Address..... P. O. Box 952
Phone: 670..... Air Time: Day
News Service..... AP
Mgr., Prog. Dir..... Chaz Roye
News Dir..... Bill Bailey
Traffic Dept..... B. J. Roye

WMFJ—Daytona Beach—1935

ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... WMFJ, Inc.
Business-Studio Address..... 444 N. Beach St.
Phone: CLinton 2-6491..... Air Time: Full Time
News Service..... UP
Membership..... NARTB
Representative..... Joseph Hershey McGillvra
President..... Harold Kaye
Gen., Sta. Mgr..... Joseph B. Matthews
Comm. Mgr..... William G. Hall
Prog. Dir..... Harry T. Brown
Chief Engineer..... Jack Siegel

WNDB—Daytona Beach—1948
MBS

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By News-Journal Corp.
Business-Studio Address 128 Orange Ave.
Phone: Clinton 2-1511 Air Time: Full Time
News Service AP
Representative John H. Perry
Newspaper Affil. News-Journal Corp.
Membership NARTB
President Julius Davidson
Gen., Sta., Sls. Prom. Mgr. R. Y. Huffman
Comm. Mgr. W. A. Smith
Publicity Dir. M. E. Hcgman
Prog. Dir. Elizabeth J. Weed
Chief Engineer F. A. Scott

WROD—Daytona Beach—1947
NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned Daytona Beach Bcstg. Corp.
Business Address Box 991
Phone: Clinton 2-4626 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Membership RAB
Representative Rambeau
Pres.-Gen. Sta. Mgr. E. J. Sperry
Comm. Mgr. A. N. Sims
Prog. Dir. Myrna L. Monahan
Chief Eng. Robert R. Andrews

WFNM—De Funiak Springs
1955

Frequency: 1460 Kc. Power: 1 Kw. d.
Owned-Operated By Clayton W. Mapoles
Address Box 387
Air Time Days
News Service UP
Manager Vernon Cooper
Program Director James Heath

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 Service AP
Stations Rep. Donald Cooke
Membership NARTB
Gen. Mgr., Prog. Dir. C. L. Menser

WDBF—Delray Beach—1954

Frequency: 1420 Kc. Power: 500 Kw.
Owned Delray Bcstg. Corp.
Address Bon Air Hotel
Phone: 7311 Air Time: Day
News Service UP
Transcription Lang-Worth
General Mgr. Jackson Lee
Program Dir. Jean Larkin

WLCO—Eustis—1955

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Lake County Bcstg. Co.
Address Eustis

WFBF—Fernandina Beach
1955—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By Fernandina Beach Bcstrs.
Address 118 Atlantic Ave.
Co-Owner, Gen. Mgr. Marshall W. Rowland

WWIL—Ft. Lauderdale—1950
KBS

Frequency: 1580 Kc. Power: 1 Kw.
Owned-Operated By Missouri Bcstg. Corp.
Address P. O. Box 78
Phone: 3-7639 Air Time: Full
News Service AP
Representative Grant Webb
Pres., Gen. Mgr. L. A. Benson
V.P., Ass't Gen. Mgr. N. Pagliara
Station Dir. Jack Barry

WFTL—Fort Lauderdale—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Gore Publishing Co.
Bus-Studio Address 1785 S. E. 15th St.
Phone: JA 2-3711 Air Time: Full Time
Newspaper Affil. Ft. Lauderdale Daily News
News Service AP
Membership RAB
Transcription Service World
Representative Sears & Ayers
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 WINK Bldg.
News Service AP
Representative Donald-Cooke
Membership NARTB
Air Time Full
General Manager A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc. Power: 1 kw. d., 500 w. n.
Owned-Operated By Robert Hecksher
Address Box 1486
Phone: 5-1175 Air Time: Full Time
News Service UP
Membership RAB
Owner-Gen. Mgr. Robert Hecksher

WARN—Fort Pierce—1952
KBS

Frequency: 1330 Kw. Power: 1000 Watts d.
Owned-Oper. By Hurricane Bcstg. Service, Inc.
Address Angle Rd.

Phone: 1330.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeContinental
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Murray C. Tillman
 Sls. Prom. Mgr.....C. C. Tillman
 Prog., Pub. Dir.....Willis M. Shawver Jr.
 Chief Engineer.....John E. Palmer

WIRA—Fort Pierce—1946
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 ServiceUP
 MembershipNARTB
 Transcription ServiceWorld
 Pres., Gen. Mgr.....James L. Howe
 Program Director.....Anne Wilder
 Commercial Manager.....J. Kingsley Butt
 Chief Engineer.....Edward Murdoch

WFTW—Ft. Walton Beach
1953

Frequency: 1260 Kc.....Power: 1000 Watts
 Owner.....Vacationland Bcstg. Co.
 Address.....39 Main St., Box 687
 Phone Number.....CH 3-3123
 News ServiceAP
 TranscriptionThesaurus, Lang-Worth
 MembershipNARTB
 President.....Wilbur R. Powell
 Gen. Mgr.....Milford A. Reynolds

WDVH—Gainesville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
 Owned-Operated By.....Decatur Bcstg. Co.
 Address.....Box 289
 Phone: 2-2582.....Air Time: Days
 News ServiceUP
 RepresentativeClark
 General Manager.....Thomas R. Hanssen
 Commercial Manager.....Jimmy Hales
 Program Director.....Bill Marr

WGGG—Gainesville—1948
ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Alachus County Bcstg. Co., Inc.
 Business-Studio1230 Waldo Rd.
 Phone: Franklin 6-5791.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBest
 Pres., Gen. Mgr.....R. M. Chamberlin
 Commercial Manager.....Leon E. Mims
 Program Director.....Pierre A. Bejano

WRUF—Gainesville—1928
MBS

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....Univ. of Fla.

Business-Studio Address.....Gainesville, Fla.
 Phone Number.....FR 6-3261, Ext. 468-7-8
 Air Time.....Full Time
 News ServiceAP
 Trans. Service.....Lang-Worth, Thesaurus
 RepresentativeBurn-Smith
 MembershipNARTB
 General Manager.....Garland Powell
 Commercial Manager.....John Dunnivant
 Sls. Prom. Dir.....R. Smith
 Prog. Dir.....Bob Leach
 Program Director.....Jim Camp
 Chief Engineer.....Bertram McNamara

WGTO—Haines City—1955

Frequency: 540 Kc.....10 Kw.
 Owned-Operated By.....KWK, Inc.
 Address.....8th and Hinson Sts.
 Phone: 6-2621.....Air Time: Day
 Newspaper Affil....St. Louis Globe Democrat
 News ServiceUP
 RepresentativeWeed
 President.....Robert Convey
 Gen., Sta. Comm. Mgr.....E. D. Hill
 Chief Engineer.....Dave Shick

WGMA—Hollywood-Miami
1953

Freq.: 1320 Kc.....Power: 500 Watts
 OwnedWGMA
 AddressBox 539
 Phone: 2-2903.....Air Time: Daytime
 News ServiceAP
 Station Representative.....Hil F. Best
 Manager.....C. C. Castle

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Edward J. Oberle
 AddressBox 228-A
 News ServiceUP
 RepresentativeStuart, Brown
 Pres., Gen. Mgr.....Edward J. Oberle
 Publicity Dir.....Tom Harper
 Commercial Manager.....Fred H. Schilling
 Sta. Mgr., Prog. Dir.....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.
 Phone: ELgin 4-1681.....Air Time: Full Time
 Representative John Blair; Harry E. Cummings
 News ServiceAP
 Commissioner in Charge.....J. D. Kennedy
 Gen., Sta. Mgr.....W. R. Terry
 Comm., Sls., Pub. Dir.....J. W. Douglass
 Chief Engineer.....K. G. Brock

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 UP
 Transcription Service Lang-Worth
 Newspaper Aff. J. H. Perry Newspapers
 Representative John H. Perry Associates
 President John H. Perry, Jr.
 General Manager T. S. Gilchrist, Jr.
 Sta. Mgr. Ted Chapeau
 Gen. Sls. Mgr. Bill Fraker
 Commercial Mgr. Bill Goodwin
 Sales Prom. Mgr. Charles Ost
 Program Director Larry Bodkin
 Publicity Director Martha Thomas
 Chief Engineer Beecher Hayford

WOBS—Jacksonville—1948
 1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Rounsaville of Charlotte
 Business-Studio Address 1036 Mary St.
 Phone: 98-3411 Air Time: Daytime
 Station Representative Stars
 President E. D. Rivers, Sr.
 General Manager Jim Maccri
 Chief Engineer W. F. Askew

WMBR—Jacksonville—1933
 CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By. Washington Post Co.

Address... Broadcast House, Jacksonville 7
 Phone: Ex 8-0501 Air Time: Full Time
 News Service UP
 Newspaper Aff. Wash. Post-Times Herald
 Representative CBS Radio Spot Sales
 Membership RAB
 President Glenn Marshall Jr.
 Vice-President Dave Booher
 Sls. Prom. Mgr. Roger Langston
 Program Director Gerald White
 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.
 Phone: ELgin 4-4421 Air Time: Full Time
 News Service AP
 Transcription Service World
 Rep. Vernard, Rintoul & McConnell, Ayers
 President James R. Stockton
 Gen., Sta., Comm., Sls. Mgr. Robert R. Feagin
 Operations Mgr. Richard C. Fellows
 Chief Engineer James R. Donovan

WQIK—Jacksonville—1955

Frequency: 1280 Kc. Power: 1,000 Watts d.
 Owned-Operated By. Radio Jax
 Address Box 5791
 Phone: Exbrook 8-8651 Air Time: Days
 Pres., Gen. Mgr. John A. Boling

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
AP
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

WRHC—Jacksonville—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WRHC, Inc.
 Address: 247 Margaret St.
 Phone: ELgin 6-0461 Air Time: Full Time
 Membership: NARTB, RAB
 Representative: Forje & Co.
 President: Harold S. Cohn
 General Manager: Harold Cohn, II
 Chief Engineer: William Johnson

**WJVB—Jacksonville Beach
 1947**

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
 News Service: AP
 Pres., Gen. Mgr.: J. Lyle Williams, Jr.
 General Manager: Pat Shannon
 Gen. Sis. Mgr.: Leslie Cordona

**WKWF—Key West—1945
 MBS**

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By: John M. Spottswood
 Address: P. O. Box 891
 Phone: 6-2222 Air Time: Full Time
 News Service: UP
 General Manager: John M. Spottswood

WRWB—Kissimmee—1954

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned: Emerson W. Browne
 Address: Arcade Theater Bldg.
 Phone: 2111 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard
 Gen., Comm. Mgr.: Emerson W. Browne

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 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated
 Gen., Sta., Comm. Mgr.: Alfred H. Temple
 Chief Engineer: Richard L. Cook

**WLAK—Lakeland—1936
 NBC**

Freq.: 1430 Kc. Power: 5 Kw. d., 1 Kw. n.
 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

**WONN—Lakeland—1949
 MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Coastal Bcstg. Co.
 Business Address: Lake Hunter Drive
 Phone: MU 5-1171 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
 Sis. Prom. Mgr., Pub. Dir.: R. S. Taylor
 Chief Engineer: Duane McConnell

**WIPC—Lake Wales—1951
 KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned: Imperial Polk Bcstg. Corp
 Address: P. O. Box 712
 Phone: 2-9831 Air Time: Daytime
 News Service: AP
 Transcription Service: SESAC
 Membership: RAB, NARTB
 President: K. H. Berkeley
 Gen. Sta. Mgr.: W. W. Van Steenburgh
 Program Director: Shirley Tucker
 Chief Engineer: William Johnson

**WLBE—Leesburg—1949
 MBS-KBS**

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: WLBE, Inc.
 Address: Box 297
 Phone: Leesburg 552 Air Time: Full Time
 News Service: UP
 Station Representative: Best
 Transcription Service: World
 President: Paul A. Husebo
 General Manager: Wendel F. Husebo
 Program Director: Richard R. Coleman
 Chief Engineer: Martin Kirkland

WNER—Live Oak—1949—KBS

Frequency: 1250 Kc. Power: 1 Kw. d.
 Owned: Suwanne Bcstg. Co.
 Business Address: P. O. Box 655
 Phone: 1390 Air Time: Day
 News Service: UP
 Transcription: Standard
 Representative: Best
 Owner, Gen. Mgr.: Norman O. Protsman
 Program Director: Faith Protsman
 Chief Engineer: C. S. Parker

**WTYS—Marianna—1948
 MBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By. John H. Phipps Radio Stas.
 Address Box 777
 Phone: 650..... Air Time: Full Time
 News Service AP
 Representative Cummings
 Owner John H. Phipps
 General Manager..... L. H. Graves
 Station Manager..... Guy Hamilton

WMMB—Melbourne—1948
MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By. Melbourne Bcstg. Corp.
 Business-Studio Address..... WMMB Bldg.
 Phone: 575..... Air Time: Full Time
 News Service UP
 Transcription Service World
 President..... Louis G. Bessler
 Vice-President Vern L. Bessler
 Station Manager Gene Bueckman
 Comm. Manager..... Richard Bate
 Sales Prom. Mgr..... Louis G. Bessler
 Program Director..... Karl Meier
 Chief Engineer..... Robert Bones

WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Oper. By. Fla. East Coast Bcstg.
 Address..... 350 N.E. 71st St.
 Phone: 89-7534..... Air Time: Daytime
 Representative Rambeau Ayers
 Gen., Sta. Mgr..... Herbert Schorr
 Program Director..... Patricia Mason
 Comm. Mgr..... Arnold Schorr
 Chief Engineer..... William Reeder

WGBS—Miami—1944—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
 Owned..... Storer Bcstg. Co.
 Address..... 1177 Kane Conc., Miami Beach
 Phone: Union 6-0211..... Air Time: Full Time
 Newspaper Affiliation..... Miami Beach Sun
 News Service UP
 Transcription Service Lang-Worth
 Station Representative..... Katz Agency, Inc.
 Membership NARTB, RAB
 President..... George B. Storer
 Gen., Sta. Mgr..... Miller N. Babcock
 Commercial Manager..... C. Bud Dailey
 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. Co.
 Business Address..... Biscayne Terrace Hotel
 Phone: 82-6641..... Air Time: Full Time
 News Service INS, AP
 Trans. Service Standard, Associated
 Representative Paul Raymer
 Pres., Gen. Mgr..... Rex Rand
 Sta., Sls. Prom. Mgr..... B. E. Neary
 Chief Engineer..... Stanley Brown

WIOD—Miami—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
 Owned-Oper. By. Isle of Dreams Bcstg. Corp.
 Business-Studio Address..... 600 Biscayne Blvd.
 Phone: Franklin 3-6444..... Air Time: Full Time
 Newspaper Affiliation..... Miami Daily News
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative Hollingbery
 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.
 Address..... 139 N.E. 1st St.
 Phone: Franklin 3-5556..... Air Time: Full Time
 News Service INS
 Representative Stars Natl., Inc.
 Membership NARTB
 President..... E. D. Rivers, Sr.
 Gen., Sta. Mgr..... Kurt Meer
 Commercial Manager..... Stan Beaton
 Sales Promotion Director..... Sidney Robbins
 Program Director..... Jack Nobles
 Publicity Director..... Miss S. J. Spiegel
 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..... 1723 duPont Bldg.
 Phone: FR 4-6121..... Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative..... John Blair, Cummings
 Membership NARTB, RAB
 President..... John S. Knight
 Gen., Comm. Mgr..... Owen F. Uridge
 Sales Prom., Pub. Dir..... Ruth Tanksley
 Program Dir..... Walt Svehla
 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 Service AP
 Representative Walker
 Pres., Gen. Mgr., Eng..... Paul Brake
 Sta. Mgr..... Paul Keefe
 Program Director..... Ed. Davenport
 Comm., Sls. Prom. Mgr..... Bert Y. Johnson

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... Alan H. Rosenson
 Address Box 1740
 Pres., Chief Engineer..... Alan Rosenson
 Phone: Jefferson 8-0411..... Air Time: Full Time

News ServiceUP
 Transcription Service.....World, Standard
 RepresentativeIndie Sales
 General Manager.....Marshall Simmons

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: JE 1-5711.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 MembershipRAB
 RepresentativeHeadley-Reed
 President.....A. Frank Katzentine
 General Manager.....John I. Prosser
 Business Mgr.....C. A. Wampler
 Chief Engineer.....Arthur P. Smith, Jr.

WMBM—Miami Beach—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned.....Rounsaville of Miami Beach, Inc.
 AddressMacArthur Causeway
 Phone: Jefferson 1-5586.....Air Time: Daytime
 News ServiceUP
 Representatives..Gill-Perna, Dora-Clayton, Inc.
 President.....R. W. Rounsaville
 Managing Dir.....John Fulton
 Comm., Sls. Prom., Prog. Dir.....Milt Oshins
 Station Manager.....Arnold Kaufman
 Chief Engineer.....E. H. Wilbur

WEBY—Milton—1954
MBS

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

WNOG—Naples—1954

Frequency1270 Kc.
 Owned Oper. By.....George D. Polley
 AddressNaples
 Phone: 3-1501.....Air Time: Daytime
 News ServiceUP
 President.....G. Polley
 Station Mgr.....A. C. Pottberg
 Comm. Mgr.....Richard Goodlette
 Program Dir.....Tad Pottberg
 Chief Engineer.....Dave Traer

WSBB—New Smyrna Beach
1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcaster's Inc.
 Address.....P. O. Box 125
 Phone: 1230-1.....Air Time: Full Time
 News ServiceUP
 Owner.....A. V. Tidmore

General Manager.....Thomas C. Holston
 Sales Mgr.....E. H. Holston

WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts
 Owner.....A. B. Letson
 Address311 Robertson Bldg.
 Phone: Marion 2-4118.....Air Time: Daytime
 RepresentativeDora-Clayton
 MembershipNARTB
 Pres., Gen. Mgr.....A. B. Letsom
 Station Mgr.....James E. Kirk
 Comm., Sls. Mgr.....Vernon Arnett
 Program Director.....A. E. Turner
 Chief Engineer.....Lloyd Lutz

WTMC—Ocala—1939
NBC-KBS

Frequency: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...Ocala Bcstng. Co. Inc
 Address14 S. Magnolia
 Phone: MA 2-4127.....Air Time: Full Time
 Newspaper Affiliation...Perry Newspapers
 President.....John H. Perry, Jr.
 Gen. Mgr.....Thomas S. Gilchrist, Jr.

WDBO—Orlando—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By...Orlando Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 3707
 Phone: 5-0541.....Air Time: Full Time
 News ServiceAP, UI
 Transcription Service.....World, Thesauru
 Representative...John Blair, Harry Cumming
 MembershipNARTI
 Pres., Gen., Sta. Mgr.....Harold P. Danforth
 Comm. Mgr.....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 ServiceAP
 Transcription Service.....Standard, World
 RepresentativeForjoe
 President.....Edward Lamh
 Gen., Sta., Comm. Mgr.....N. Stockmeier
 Program Director.....Walter Mitchell
 Chief Engineer.....Don Compton

WLOF—Orlando—1940

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By...Mid-Fla. Radio Corp.
 Business-Studio Address.....Box 5275
 Phone: 2-8163.....Air Time: Full Time
 News ServiceUP
 Station Representative.....Gill-Perna
 MembershipNARTB
 President.....J. L. Brechner
 General Manager.....Donn R. Collee
 Program Director.....Ernest Legge
 Chief Engineer.....W. Dodd Daniel

WORZ—Orlando—1947
NBC-MBS

Frequency: 740 Kc. Power: 5 Kw.
Owned-Oper. By... Central Florida Bcstg. Co.
Address... P. O. Box 1353
Phone: 2-2451... Air Time: Full Time
Representatives... Pearson, Brown
Pres., Gen. Sta. Mgr... Naomi Murrell
Comm. Sls. Prom. Mgr... M. S. Wetzel
Publicity Dir... W. O. Murrell
Program Director... S. W. Ison
Chief Engineer... W. R. Miller

WWPF—Palatka—1947
KBS-MBS

Frequency: 1260 Kc. Power: 500 Watts
Owned-Operated By... Palatka Bcstg. Co.
Address... Box 86
Phone: EA 54555... Air Time: Full Time
Gen. Mgr., Chief Engr... L. C. McCall
Publicity Dir... Claude White
Commercial Manager... Herb Young

WWPG—Palm Beach
1941—ABC

Frequency: 1340 Kc. Power 250 Watts
Owned... Palm Beach Radio Corp.
Address... 3000 Ocean Blvd.
Phone: 2-1515... Air Time: Full
Transcription... Thesaurus
News Service... UP
Sta. Rep... John H. Perry
Pres., Gen. Mgr... K. A. Meer
Sta., Gen. Mgr... Robert L. Davis
Program Director... Rosalind Calkins
Publicity Dir... Marion Tappe
Chief Engineer... Clyde Walkden

WDLF—Panama City—1940
NBC

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Panama City Bcstg. Co., Inc.
Business-Studio Address... W. Beach Dr.
Phone: Poplar 3-1777... Air Time: Full Time
Representative... Perry Associates
General Manager... Don Brookins

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
Representative... Devney, Dora-Clayton
Membership... NARTB
Pres., Gen. Sta. Mgr... E. L. DuKate
Program Director... Martha Ann Heath
Sls. Prom. Mgr... G. T. Dukate
Chief Engineer... J. Frank Haynes

WBSR—Pensacola—1946
CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... WBSR, Inc.
Business Address... Box 1351
News Service... AP
Representative... Vernard, Rintoul, McConnell
Pres., Gen. Mgr... Don J. Lynch

WCOA—Pensacola—1925
NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By... WCOA, Inc.
Address... 118 E. Intendencia St.
Phone: HE 2-4111... Air Time: Full
Newspaper Affiliation... News-Journal
Transcription Service... Lang-Worth
Representative... John H. Perry Associates
President... John H. Perry, Jr.
General Manager... J. Holliday Veal

WEAR—Pensacola—1947
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper By... Guliport Bcstg. Co.
Address... P. O. Box 1188
Sta. Rep... Hollingbery
Pres., Gen. Mgr... Mel Wheeler
Nat'l Sls. Mgr... Milt de Reyna
News Editor... Dave Fulton
Program Dir... Bill Anderson
Chief Engineer... Jim Smith

WPFA—Pensacola—1955

Frequency: 790 Kc. Power: 1,000 Watts d.
Owned-Operated By... WPFA Bcstg. Co.
Address... Box 27
Phone: HE 3-1141... Air Time: Days
Representative... McGillvra
General Manager... Kevin Reilly
Station Manager... John Hoag
Program Director... Taris Savell
Chief Engineer... Lee Caput

WPRY—Perry—1954—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Taylor Co. Bcstg. Co.
Address... Perry
Phone: 540... Air Time: Full Time
Representative... W. E. Owens
President... E. P. Martin
General Manager... Alpha Martin
Station Manager... William Owens
Comm. Manager... Edward Lockwood
Sales Prom. Manager... James Underwood
Program Director... Norma Nabinger
Publicity Dir... Hyman Wolfe
Chief Engineer... Irie Brown

WPLA—Plant City—1949

Frequency: 1570 Kc.....Power: 1 Kw.
 Owned-Operated By.....W. A. Smith
 Address.....P. O. Box 1588
 Phone: 2-1551.....Air Time: Day
 Station RepresentativeBest
 News ServiceUP
 MembershipNARTB, RAB
 PresidentW. A. Smith
 Gen., Sta., Comm. Mgr.....George Friend
 Sls. Prom. Mgr., Pub. Dir.....Joseph J. Wilson
 Program Director.....Mary Snapp
 Chief Engineer.....James L. Derrick

WCNH—Quincy—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Quincy Bcstg. Corp.
 Address.....Sheller Hgts., Quincy
 Phone: MA 7-6700.....Air Time: Full
 News ServiceUP
 TranscriptionThesaurus
 MembershipNARTB
 Pres., Gen. Mgr.....A. B. Letson
 Comm., Sls. Prom. Mgr.....W. J. Taylor
 Program DirectorLarry Draper
 Chief Engineer.....A. B. Letson

**WFOY—St. Augustine—1936
 CBS**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Fountain of Youth Bcstg. Co.
 Address.....Fountain of Youth Gardens
 Phone: Valley 9-3416.....Air Time: Full
 Transcription ServiceWorld
 Station Rep.....W. S. Grant
 MembershipNARTB
 General Manager.....John E. Bernhard, Jr.

WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power 1 Kw.
 Owned.....St. Augustine Bcstg. Co.
 Address.....66 Treasury St.
 Phone: Valley 9-9094.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 Station Rep.....Indie
 Gen., Comm. Mgr.....James D. Sinyard

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 ServiceAP
 Station Representative.....Walker
 MembershipRAB
 President.....Dr. Charles Farrington
 General ManagerArthur Mandorff
 Sta., Comm. Mgr.....Richard Marsh
 Publicity Dir.....Bob Clayton
 Program Director.....James Carley
 Sls. Prom. Mgr.....Larry Rhodes
 Chief Engineer.....Manly 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 ServiceUP
 Transcription Service.....Associated, World
 Representative...Vernard, Rintoul, McConnell
 MembershipNARTB
 General Manager.....Charles L. Kelly
 Commercial Manager.....Vera New
 Program Director.....Dayton Saltsman

**WTSP—St. Petersburg—1940
 MBS**

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pinellas Bcstg. Co.
 Business-Studio Address.....1440 1st Ave. So.
 Phone: 7-8108.....Air Time: Full Time
 News ServiceUP
 Newspaper Aff.....St. Petersburg Times
 Transcription ServiceStandard
 RepresentativeForjoe
 MembershipNARTB, RAB
 PresidentNelson Poynter
 General Manager.....Richard L. Crago
 Vice-President.....John B. Olsen
 News Dir.....Rob Allen
 Prom., Prog. Dir.....Louis Brewer
 Chief Engineer.....William D. Mangold

WTRR—Sanford—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Myron A. Reck
 Phone: 999.....Air Time: Full Time
 Business Address.....Box 1541
 News ServiceUP
 Pres., Gen., Sta. Mgr.....Myron A. Reck
 Commercial Manager.....Roy D. Green
 Program Director.....Edna Reck
 Chief Engineer.....James S. Williamson, Jr.

WKXY—Sarasota—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sarasota Bcstg. Co.
 Address.....P. O. Box 2431
 Phone: Ringling 6-6651.....Air Time: Day
 RepresentativeClark
 MembershipNARTB
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 General Manager.....A. G. Fernandez

WSPB—Sarasota—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....Box 1110, City Island
 Phone: Ringling 8-1811.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson

Membership NARTB, BAB
President..... Robert C. Jones, Jr.
Gen., Sta. Mgr...... John B. Browning
Program Director..... David Hale
Chief Engineer..... James E. Grant

Phone: 2-1450 **Air Time:** Full
Representative McGillvra;
Pres., Gen. Mgr...... Frank W. Hazelton
Vice-Pres. Emanuel Joanos

WJCM—Sebring—1950
MBS-KBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned/Operated By..... Clearfield Bcstrs., Inc.
Business Address..... Clearfield, Pa.
Air Time..... Full Time
Transcription Service..... Lang-Worth
Newspaper Aff...... The Progress C'Field, Pa.
News Service UP
President..... W. K. Ulerich
Gen. Mgr...... William J. Thomas
Sta., Comm. Mgr...... Al Frank
Program Director..... Betty Frank
Chief Engineer..... Robert Goshorn

WSTU—Stuart—1954
MBS-KBS

Frequency: 1450 Kc. **Power:** 100 Watts
Owned/Oper. By..... Bluewater Bcstg. Co.
Address Box 518
Phone: 1080 **Air Time:** Full Time
Pres., Gen. Mgr...... Lester M. Combs
Sls. Prom. Mgr., Prog. Dir...... Jim Mullins
Chief Engineer..... Jack McElfresh

WMEN—Tallahassee—1954
KBS

Frequency: 1330 Kc. **Power:** 1,000 Watts d.
Owned/Oper. By..... WMEN, Inc.
Address Hotel Floridan
Phone: 3-2550 **Air Time:** Days
News Service..... UP
Representative Dora-Clayton
President..... B. F. J. Timm
General Manager..... Don C. Price

WTAL—Tallahassee—1935
CBS

Frequency: 1270 Kc. **Power:** 5000 Watts
Owned/Operated By..... John H. Phipps
Business Address..... Box 989
Phone: 3-3666 **Air Time:** Full Time
News Service AP
Representative Meeker, Cummings
Owner..... John H. Phipps
General Manager..... L. Herschel Graves
Station Manager..... J. L. Brownell

WTNT—Tallahassee—1946
ABC-MBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned/Oper. By..... Tallahassee Appli. Corp.
Business-Studio Address..... Duval Hotel

WALT—Tampa—1946

Frequency: 1110 Kc. **Power:** 1000 Watts d.
Owned/Operated By..... Tampa Bcstg. Co.
Address..... 401 W. Tyler St.
Phone: 2-7921 **Air Time:** Day
Station Representative..... Stars National Inc.
President..... Harold Kaye
Gen. Mgr...... C. G. Baskerville
Station Mgr...... Charles Geer

WDAE—Tampa—1922—CBS

Frequency: 1250 Kc. **Power:** 5000 Watts
Owned/Operated By..... Tampa Times Co.
Business Address 114 N. Franklin St.
Representative Katz
President..... David E. Smiley
General Manager..... L. Spencer Mitchell

WEBK—Tampa—1950—KBS

Frequency: 1300 Kc. **Power:** 1000 Watts d.
Owned/Operated By..... Hillsboro Bcstg. Co.
Address..... 1521 E. Broadway
Phone: 4-4177 **Air Time:** Day
News Service AP
Station Rep...... Interstate United Newspapers
President..... E. P. Martin
Gen. Mgr...... Alpha Martin
Prog. Dir...... Gladys Easter
Chief Engineer..... Elmo B. Kitts

WFLA—Tampa—1925—NBC

Frequency: 970 Kc. **Power:** 5000 Watts
Owned/Operated By..... Tribune Co.
Business Address..... P. O. Box 1410
Phone: 2-0131 **Air Time:** Full Time
News Service AP
Transcription Service..... Thesaurus
Representative John Blair
Membership NARTB, RAB
Newspaper Aff...... Tribune
President..... John C. Council
Gen. Mgr...... George W. Harvey
Sales Prom. Mgr., Pub. Dir...... Tom Matthews
Prog. Director..... Edward C. Walker
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.
Phone: 9-11711 **Air Time:** Daytime
Membership RAB
News Service AP
President..... Harold A. Dunlap
Gen., Comm. Mgr., Eng...... G. Kimbrel
Program Director..... Ellen Sauls
Sls. Prom. Mgr...... Bob Ross

WIOK—Tampa—1954

Frequency: 1150 Kw. Power: 1000 Watts d.
 Owned By.....WIOK
 Address.....Box 1101
 Phone: 4-1109.....Air Time: Days
 News Service.....AP
 Membership.....NARTB
 Representative.....McGillvra, Dora-Clayton
 General Mgr.....H. C. Young, Jr.

WDCL—Tarpon Springs—1955

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By.....Freede-Miller Bcstg. Co.
 Address.....Box 1470
 Phone: Clearwater 81-5411. Air Time: Daytime
 Pres., Sta. Mgr.....Hal Freede
 Gen. Mgr., Sls. Mgr.....J. McMiller, Jr.
 Commercial Mgr.....Wm. Emard
 Program Director.....Clair Linn
 Publicity Director.....Robert Jones
 Chief Engineer.....John H. Walker

**WNTM—Vero Beach—1954
 MBS**

Frequency: 1370 Kc. Power: 1 Kw.
 Owned.....Cen. Fla. Bcstg. Co.
 Address.....P. O. Box 397
 Phone: 5405.....Air Time: Day
 Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell
 Station Manager.....Gene Stuart
 Comm. Mgr.....Joan Stuart
 Sls. Prom. Mgr.....Fred Marshall
 Prog. Dir.....Joan Smith
 Publicity Dir.....Marshall Wolff
 Chief Eng.....Jim Sowinski

**WTTB—Vero Beach—1954
 ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Tropics, Inc.
 Address.....15-36 20th Ave.
 Phone: 5454.....Air Time: Full Time
 Newspaper Affiliation.....Press-Journal
 President.....Merrill P. Barber
 Gen., Sta. Mgr.....Dale F. Knisely
 Sls. Prom. Mgr., Prog. Dir.....John Schiavone
 Chief Engineer.....Stanley Wood

**WEAT—West Palm Beach
 1948—NBC**

Frequency: 850 Kc. Power: 1 Kw. d. n.
 Owned.....RKO Teleradio Pictures
 Address.....P. O. Box 70
 Phone: 3-9668.....Air Time: Full Time
 Station Rep.....H-R
 President.....Thomas F. O'Neil
 Gen. Mgr.....Gordon R. Kerr
 Sta., Comm. Mgr.....C. H. Glick

Sls. Prom. Mgr., Pub. Dir.....C. W. Curtin
 National Sls. Mgr.....P. D. Porterfield
 Prog. Dir.....Don James
 Chief Engineer.....Ross McPherson

**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, RAB
 President.....S. K. Russell
 Gen. Mgr.....H. V. McMillan
 Sales Mgr.....Robert Monroe
 Chief Eng.....Curtis Brinson

**WIRK—West Palm Beach
 1947—MBS**

Freq.: 1290 Kc. Power: 1 Kw. d., 5 Kw. n.
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....715 S. Flagler Drive
 Phone: 3-1711.....Air Time: Full Time
 Representative.....Cooke
 Pres., Gen. Mgr.....Joseph S. Field, Jr.
 Sales & Operations Mgr.....Rome Hartman
 Chief Engineer.....William P. Heitzman

EST. 1936

W J N O

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches" FIRST by PULSE survey October, 1955

3rd LARGEST CITY
 On the Famous Florida Gold Coast

TRADING AREA—246,000 PLUS
 — a Big Bonus Tourist Population
 Year Around

WJNO EASILY LEADS
 in Total Morning, Afternoon and Evening
 Radio

QUALITY OF MARKET INDEX
102*

- EFFECTIVE BUYING INCOME
 \$199,131,000.00
- RETAIL SALES
 \$187,913,000.00
- 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.

**WSIR—Winter Haven—1947**
MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Hundred Lakes Bcstg.
 Bus. Address: 665 W. Lake Howard Dr., S.W.
 Phone: 32-561 Air Time: Full Time
 News Service UP
 Membership RAB
 Representative..... Devney & Co.
 President..... Tom Moore
 Gen. Mgr..... Larry Rollins
 Commercial Manager..... Earl Sturgeon

Program Director..... Richard Eyrich
 Chief Engineer..... L. Orden Traig

WACR—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. Rambeau, Dora-Clayton
 News Service UP
 General Mgr..... R. H. Gunckel, Jr.
 Sales Manager..... Tom Sawyer
 Chief Engineer..... Jim Mceri

GEORGIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—Families 972,000
 Radio Homes 936,000—TV Homes 650,636—Stations in State 101

WAAG—Adel—1955—KBS

Frequency: 1470 Kc. Power: 1,000 Watts
 Owned-Oper. By..... Cook County Bcstg. Co.
 News Service UP
 Membership NARTB
 President..... W. M. Forshee
 Gen., Sta. Mgr., Chief Eng., Robert A. Davis
 Prom. Mgr., Prog. Dir., Don H. Wingate
 Publicity Director..... Calvin Key

WALB—Albany—1941—ABC

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By..... Herald Publishing Co.
 Address..... Stuart Ave.
 Phone: Hemlock 5-8386 Air Time: Full Time
 News Service AP
 Representative..... Burn-Smith, Ayers
 Owner..... James H. Gray
 General Manager..... Tom Stillwagon
 Program Director..... Jack Mayer

WGPC—Albany—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Albany Bdcstg. Co.
 Business-Studio Address..... New Albany Hotel
 Phone: Hemlock 21277 Air Time: Full Time
 News Service UP
 Representative..... George P. Hollingbery
 Transcription Service..... Thesaurus
 Membership NARTB, RAB
 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..... Redus Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Oper. By..... James S. Rivers, Inc.
 Address..... Box 611
 Phone: Hemlock 2-7447 Air Time: Daytime
 Representative..... Forjoe
 News Service UP
 President..... James S. Rivers
 General Manager..... Richard B. Smith
 Station Mgr..... R. V. Rogers
 Comm. Mgr..... J. K. Willis
 Sls. Prom. Mgr..... Bill Shadburn
 Prog. Dir..... Emery Evans
 Publicity Dir..... Billy Berry
 Chief Eng..... Bruce Smith

WDEC—Americus—1947
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... The Americus Bdcstg. Co.
 Business-Studio Address..... Rembert Bldg.
 Phone: 3681 Air Time: Full Time
 News Service AP
 Membership RAB
 Representative..... Dora-Clayton, Indie Sales
 Vice-Pres., Gen., Sta. Mgr., Charles C. Smith
 Chief Engineer..... Raymond C. LaPrade

WGAU—Athens—1938
CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... J. K. Patrick Bcstg. Co.
 Business-Studio Address..... Bobbin Mill Rd.
 Phone: Liberty 6-6575 Air Time: Full Time
 Representative..... Brown
 Gen., Sta. Mgr..... Burl Womack
 Comm. Mgr..... John McNeil

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.
 Phone: Liberty 3-3411 Air Time: Full Time
 Sta. Rep. Forjoe
 Pres., Gen., Sta. Mgr..... L. H. Christian
 Commercial Mgr..... J. T. Lloyd
 Sls. Prom. Mgr..... E. A. Thilenius
 Program Director..... Ned Martin
 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..... Standard
 Representative..... Katz
 Membership NARTB, RAB
 President..... George B. Storer, Sr.
 Southern District V.P..... Geo. Storer, Jr.
 Managing Dir..... Claude H. Frazier
 Comm. Mgr..... Lewis Reynolds
 Pub. Dir., Prom. Mgr..... R. David Mayo



Program Director.....J. Les Henrikson
 Chief Engineer.....Hugo Bondy
WAKO—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WAKO Bestg. Co., Inc.
 Business Address.....70 Houston St., N.E.
 Phone: AL 1515.....Air Time: Full Time
 Representative.....Forjoe
 Pres., Gen. Mgr.....L. M. George

Station Mgr.....Dorothy Lester
 Comm., Prom. Mgr.....Stan Raymond
 Prog. Dir.Zenas Sears
 Pub. Dir.Mary O'Shields
 Chief Engineer.....Eathel Holley
WAKE—Atlanta—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Bartel Broadcasters, Inc.
 Bus.-Studio Address...Georgian Terrace Hotel

to reach **GEORGIA'S 63 GOLDEN COUNTIES**
 you need
WAGA-RADIO



POPULATION:
1,806,932

RETAIL SALES:
\$1,459,952,000

SPENDABLE INCOME:
\$2,214,452,000

ONLY RADIO
OFFERS YOU
97% COVERAGE
OF THIS GREAT
GEORGIA
MARKET

* **THESE 63 COUNTIES...**
 (39.6% of the state's total of 159)
 account for 49.6% of Georgia's popu-
 lation, 53.6% of the state's total retail
 sales, and 53.9% of the total spend-
 able income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.
 Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.
 Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.



waga radio
 590 on the dial
 5,000 watts
CBS-radio in Atlanta

Represented Nationally by the
 KATZ AGENCY, Inc.
 STORER BROADCASTING COMPANY SALES OFFICES:
 New York—118 E. 57th St.
 Chicago—230 N. Michigan Ave.
 San Francisco—111 Sutter St.

Tom Marker, National Sales Director; Bob Wood, National Sales Manager



Don't send a boy
to do a **MAN'S** work

Apparently, it is recognized that a multiple number of smaller

Georgia radio stations are indicated if one hopes to approach the effectiveness and economy of WSB Radio. This is a protective concept which has prevailed, ineffectively, for the past 20 years.

No other Georgia radio station, or combination of Georgia stations, gives you as many listeners per dollar as you can get on WSB Radio. Ask your Pety man to show you the facts.

WSB Radio
ATLANTA

NBC affiliate. Represented by Pety. Affiliated with The Atlanta Journal and Constitution.

President.....G. A. Bartell
 Managing Dir.....L. B. Bartell
 Comm. Mgr.....Joseph Wolfman
 Program Dir.....L. Gruenwald
 Chief Engineer.....Charles Hoge

WERD—Atlanta—1948

Frequency: 860 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Radio Atlanta, Inc.
 Studio Address.....330 Auburn Ave., N.E.
 Phone Number.....Lamar 0666
 Representative.....Interstate, Dora-Clayton
 Station Mgr.....J. B. Blayton, Jr.
 Commercial Mgr.....Albert H. Saddler

WGKA—Atlanta—1955

Frequency: 1600 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Glenkaren Associates, Inc.
 Address.....1140 Peachtree St., N.E.
 Chairman of Board.....Locke E. Glenn
 Gen. Mgr., Chief Eng.....David L. Lyndon

WGST—Atlanta—1923—ABC

Frequency: 920 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned.....Bd. of Regents, Univ. Sys. of G.
 Bus-Studio Address.....900 Forsyth Bldg.
 Phone: Walnut 8441.....Air Time: Full Time
 News Service.....AP
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 Gen., Sta. Manager.....Ben Akerman
 Commercial Mgr.....Don Mitchell
 Prom., Pub. Dir.....Mrs. M. Lunt
 Program Director.....Jack Kelly
 Chief Engineer.....Ivan Miles

WSB—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
 Representative.....Edward Petry
 Membership.....NARTB, RAB
 General Manager.....John M. Outler, Jr.
 Station Manager.....Frank Gaither
 Sales Promotion Mgr.....Walter Paschall
 Program Director.....Elmo Ellis
 Chief Eng.....R. A. Holbrook

WQXI—Atlanta—1948—MBS

Frequency: 790 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By...Rounsaville of Atlanta, Inc.
 Bus-Studio Address...3165 Mathieson Dr., N.E.
 Phone.....CHerokee 2196
 News Service.....UP
 Station Rep.....Gill-Perna, Inc.
 Membership.....NARTB
 President.....R. W. Rounsaville
 Station Manager.....John Fulton
 Prom., Comm. Mgr.....Frank Erwin
 Program Dir.....Robert Watson
 Chief Engineer.....Elton B. Chick
 Technical Director.....Paul Cram

WAUG—Augusta—1952

Frequency: 1050 Kc....Power: 1,000 Watts
 Owned.....Garden City Bcstg.

Phone: 3-4441.....Air Time: Daytime
 Address.....Bon Air Hotel
 Sta. Rep.....Interstate United Newspapers
 Transcription Service.....Capitol
 News Service.....AP
 Gen., Sta. Mgr.....Geo. C. Nicholson
 Comm., Sls., Prom. Mgr....J. Louis Solomon
 Program Dir.....Reese J. Vaughn
 Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owner.....Savannah Valley Network
 Address.....515 15th St.
 Representative.....McKinney, Inc., For Joe
 President.....John W. Weiss
 Gen., Sta., Comm. Mgr....Edward H. Dunbar
 Prom. Mgr.....Patrick R. Mulhern
 Publicity Dir.....Thurston Bennett
 Program Director.....George W. Fisher
 Chief Engineer.....Marvin Tarpley

WGAC—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.....James Clegg

WBIA—Augusta—1946—NBC

Frequency: 1230 Kc.....Power: 250 Kw.
 Owned.....Media, Inc.
 Address.....15 8th St.
 Station Rep.....John Pearson Co.
 Vice Pres., Gen. Mgr.....J. T. Snowden, Jr.
 Sales Director.....Archie Grinalds, Jr.

WRDW—Augusta—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By...Southeast'n Newspapers, 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.
 Program Director.....Richard Warner
 Chief Engineer.....Rabun F. Bobo

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.
 Owned-Operated By.....Decatur Bcstg. Co.
 Address.....Box 375
 Representative.....Grant Webb
 News Service.....AP
 General Manager.....Charles W. Dowdy
 Asst. Manager.....R. A. Vaughn

WHAB—Baxley—1954

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By: Tri-City Bcstg. Sys.
 Address: Box 265
 Phone: 3000 Air Time: Daytime
 News Service: UP
 Gen., Sta. Mgr.: Farnell O'Quinn
 Comm. Mgr.: Marvin Massey
 Sls. Prom. Mgr.: Dane Bruce
 Publicity Dir.: Jo Moody
 Chief Engineer: Delmas Nichols

WGIG—Brunswick—1949
ABC

Frequency: 1440 Kc. Power: 1,000 Watts
 Owned-Operated By: Brunswick Bcstg. Corp.
 Business-Studio Address: 1514 Union St.
 Phone: 2714 Air Time: Full Time
 News Service: AP
 Transcription: Standard, Capitol
 Representative: McGillvra
 President: E. M. Champion
 Sta., Gen. Mgr.: Hugh K. Tollison
 Commercial Manager: John Lane
 Sls. Prom., Pub. Dir.: Sammy Middleton
 Program Director: Jack Lenz
 Chief Engineer: Herman Lange

WMOG—Brunswick—1940
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Brunswick Inc.
 Address: Box 572
 Phone: 1500 Air Time: Full Time
 Representative: Indie Sales
 General Manager: E. J. Turk
 Comm. Mgr.: Lew Carter

WGRA—Cairo—1950
ABC-KBS

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Grady Mitchell Bcstg. Co.
 Address: Bainbridge Rd.
 Phone: 2-4392 Air Time: Daytime
 Station Rep.: Indie
 News Service: UP
 Gen. Mgr.: Lowell E. Takles
 Prom. Mgr.: Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw. Power: 1000 Watts d.
 Owned-Oper. By: Gordon Cty. Bcstg. Co.
 Address: 112 1/2 Court Street
 Phone: 2111 Air Time: Day Time
 General Manager: R. R. Magill
 Sales Manager: Judy McGill
 Program Director: Richard Bowman

WCLB—Camilla—1954—KBS

Frequency: 1220 Kc. Power: 1000 Watts
 Owned: Capel Bcstg. Co.

Address: P. O. Box 205
 Phone: 2776 Air Time: Daytime
 Transcription Service: Standard
 Sta. Mgr.: Russell A. Browne
 Commercial Mgr.: Charlie Browne
 Chief Engineer: Wayne R. Foster

WLBB—Carrollton—1947
KBS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By: Carroll Bcstg. Co., Inc.
 Business-Studio Address: Box 569
 Phone: Terrace 2-7041 Air Time: Daytime
 Representative: Indie Sales
 Pres., Gen., Sta. Mgr.: Thomas K. Vaasy
 Comm. Mgr.: J. D. Norton, Jr.
 Prom. Mgr., Prog., Pub. Dir.: Hiram Bray
 Chief Engineer: Bill Shell

WBHF—Cartersville—1946
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. R. Frier
 Phone: 1200 Air Time: Full Time
 Station Manager: W. Ryan Frier

WGAA—Cedartown—1941
KBS

Frequency: 1340 Kc. Power: 250 Watts
 Business-Studio Address: P. O. Box 807
 Phone: 777 Air Time: Full Time
 News Service: AP
 Representative: Dora-Clayton
 Sta. Mgr.: Frank Proctor

WCLS—Columbus—1955

Frequency: 1580 Kc. Power: 1,000 Watts
 Owned-Oper. By: Muscogee Bcstg. Co.
 Address: 1028 1/2 Broadway
 Phone: 7-3648 Air Time: Daytime
 Representative: Thomas F. Clark Co.
 News Service: UP
 Pres., Gen. Mgr.: Charles H. Parish, Jr.
 Commercial Manager: Jack H. Robinson

WDAK—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 Service: AP
 Transcription Service: World
 Station Representative: Headley Reed
 Membership: NARTB, RAB
 President: Allen M. Woodall
 Station Mgr.: Miles H. Ferguson
 Commercial Manager: William Massie
 Program Director: Mrs. Pat Lynn
 Publicity Dir.: Lamar Lyn
 Chief Engineer: Max F. Harper

WGBA—Columbus—1947

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....WGBA, Inc.
 Business-Studio Address.....1213½ Broadway
 Phone: 3-3603.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Forjoe
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....C. A. McClure
 Station Mgr.....R. H. Ruppel
 Comm., Sls. Prom. Mgr.....F. Floyd Jr.
 Prog., Pub. Dir.....W. L. Bowick Jr.
 Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928
 CBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By.....Columbus Bdstg. Co.
 Business-Studio Address.....1350-13th Ave.
 Phone: 2-0601.....Air Time: Full Time
 News Service.....UP
 Sta. Rep.....Hollingbery
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....J. W. Woodruff Jr.
 Sta., Comm. Mgr.....Walter Graham
 Prog. Dir.....Eleanor Whitelaw
 Pub. Dir.....Boyd Hinton

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. Blizzard, Jr.
 Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw. Power: 250 Watts
 Owned-Oper. By.....Habersham Bcstg. Co.
 Address.....1 Burrell St.
 Phone: 1450.....Air Time: Full Time
 Station Rep.....Indie
 Pres., Gen. Mgr.....Jack Bradley
 Sta. Mgr.....Jim Marlow
 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.....Sears & Ayers
 General Manager.....Otis Parker

WBLJ—Dalton—1940
 MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Dalton Bdstg. Corp.
 Business-Studio Address.....111 South Pentz St.
 Phone: 1180.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 President.....H. C. Kenesmer
 General Manager.....William B. Davies
 Program Dir.....Marthel Acree
 Chief Engineer.....John S. Andrews

WRCD—Dalton—1954

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By.....Whitefield Bcstg. Co.
 Address.....104 Pentz Street
 Phone: 1892.....Air Time: Daytime
 Representative.....Dora-Clayton Agency
 News Service.....UP
 General Manager.....Jim Honey
 Comm. Manager.....Ed Jordan
 Program Director.....Mike Dodd

WDWD—Dawson—1948
 KBS-MBS

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By.....Dawson Bdstg. Co.
 Trans.-Bus.-Studio Address.....Box 390
 Phone: 416.....Air Time: Daytime
 News Service.....UP
 Representative.....Indie Sales
 General Manager.....W. C. Woodall, Jr.
 Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc. Power: 50 Kw.
 Owned.....WEAS, Inc.
 Phone: DE 2521.....Air Time: Daytime
 News Service.....UP
 Station Representative.....Stars National
 President.....William H. Keller, Jr.
 Station Manager.....Warren Roberts
 Comm., Prom. Mgr.....William Packham
 Chief Engineer.....William 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
 President.....Guy W. Rutland, Sr.
 Gen., Sta. Mgr.....Sam W. Kane
 Comm. Mgr., Prog., Pub. Dir.....Al Ciraldo
 Chief Engineer.....Lawson Leaks

WDMG—Douglas—1946

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By.....WDMG, Inc.

Address 620 E. Ward St.
 Phone: 564 Air Time: Daytime
 Membership NARTB
 Representative Dora-Clayton
 President B. F. J. Timm
 General Mgr. Mary Jarrard

WMLT—Dublin—1945
MBS-KBS

Frequency: 1330 Kc. Power: 1 Kw.
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Franklin St.
 Phone: 871 Air Time: Day Time
 News Service UP
 Transcription Service World
 Membership NARTB, RAB
 President George T. Morris
 General Manager W. Newton Morris
 Sta. Mgr. W. C. Courson

WTJH—East Point—1949

Frequency: 1260 Kc. Power: 5000 Watts d.
 Owned-Oper. By Southeastern Bcstg. Sys.
 Address Cordele, Ga.
 Phone: 666 Air Time: Daytime
 News Service UP
 President James S. Rivers
 Gen., Sta., Comm. Mgr. J. D. Davenport
 Sales Prom. Mgr. Edward L. Smith
 Program Director Claude V. Jones
 Publicity Director Frances Sheffield
 Chief Engineer William J. Hill

WGGC—Elberton—1946
KBS-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elberton Bcstg. Co.
 Address Elberton
 Representative Continental
 News Service AP
 Manager Melvin C. Gorman

WBHB—Fitzgerald—1946
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Address Box 472
 Phone: 2077 Air Time: Full Time
 News Service AP
 Transcription Service World
 President H. C. Vaughn
 Vice-President Paul E. Reid
 Publicity Director Tony Carter
 Chief Engineer Mike Pelton

WFPM—Fort Valley—1951
KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Peach Belt Bcstg. Co.
 Address Roberts Rd.
 News Service UP
 Representative Indie Sales
 Gen., Comm. Manager Hugh Birdsong
 Program Director Lowell Register

WDUN—Gainesville—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By N.E. Ga. Bcstg. Co.
 Address 1140 Thompson Bridge Rd.
 Phone: LEnox 4-7331 Air Time: Full Time
 News Service AP
 Representative Indie Sales
 Pres., Gen. Manager John W. Jacobs, Jr.
 Sta. Mgr., Prog. Dir. Gene Blaine
 Comm. Mgr. Claire Palmour
 Chief Engineer J. D. Matthews

WGGA—Gainesville—1941
MBS-KBS

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.
 Owned-Operated By Blue Ridge Bdcstg. Co.
 Business Address Press-Radio Center
 Phone: LE 2-6211 Air Time: Full Time
 News Service UP
 Newspaper Affil. Daily Times
 Membership RAB
 Representative Dora Clayton Agency
 President Charles A. Smithgall
 Exec. V.P., Gen. Sta. Mgr. Edmund F. Jared
 Commercial Manager Robert Schwab
 Prod. Dir. James A. Hartley
 Chief Engineer Wilbert Darracott

WKEU—Griffin—1934
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WKEU
 Address Macon Rd.
 Phone: 5507 Air Time: Full Time
 General Manager A. W. Marshall, Jr.

WHIE—Griffin—1952

Frequency: 1320 Kw. Power: 1000 Watts d.
 Owned-Oper. By Griffin Bcstg. System
 Address Box 971
 Phone: 9451 Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Dora-Clayton
 Membership NARTB
 President Virginia Price Bowen
 General Manager Bernice Merrill
 Station Manager, Chief Eng. Jay H. Lamb
 Commercial Manager Johnny Williams
 Program Director Lew Banks

WKLY—Hartwell—1947

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Louie L. Morris Estate
 Business Address Box 189, Hartwell
 Phone: 71 Air Time: Daytime
 News Service UP
 Newspaper Affil. Hartwell Sun
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. Max G. Pfander
 Comm. Sales Mgr. Burch Griffin
 Program Director Joseph Grammer
 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
President.....R. T. Ragan
Vice President.....Henry Griffin
Sec'y.-Treas.....D. R. Jackson, Sr.
Gen., Sta., Prom. Mgr., Pub. Dir., J. D. Popwell
Comm. Mgr., Chief Eng.....Hugh Birdsong
Program Director.....Bob Banks

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.....AP
Transcription Service.....Capitol
Representative.....Dora-Clayton
Pres., Gen. Mgr.....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Edward Lynch
Prog. Dir.....James Miller
Chief Engineer.....Art Manning

WLFA—Lafayette—1954
KBS

Frequency: 1590 Kc.....Power: 5 Kc.
Owned-Oper. By.....Radio Dixie, Inc.
Address.....Box 393
Phone: 4-7676.....Air Time: Daytime
News Service.....UP
Transcription Service.....World
Representative.....Hil F. Best Co.
Membership.....NARTB, RAB
President.....J. A. Gallimore
Gen., Sta. Mgr.....C. W. Gwyn
Chief Engineer.....Leon Lloyd

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.
Phone: 2-3505.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Indie Sales, Dora-Clayton
President.....Roy C. Swank
Gen., Comm. Mgr.....Edwin Mullinax
Program Director.....John Boggess
Publicity Director.....Patricia Smith
Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw.....Power: 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address.....Hammett Bldg.
Phone: 9877.....Air Time: Daytime
Transcription Service.....Thesaurus

News Service.....AP
Representative.....McGillvra
Membership.....NARTB
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Pub. Dir.....Weyman Brooks
Program Director.....Jim Martin
Comm. Mgr.....George Petlett
Sls. Prom. Mgr.....Frank E. Hurst
Chief Engineer.....Ray Relihan

WBML—Macon—1940—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Phone: 3-5454.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Forjoe, Dora-Clayton
President.....C. R. Rader
Comm., Gen. Mgr.....George W. Patton
Chief Engineer.....C. L. 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
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.....Avery-Knodel
Membership.....NARTB
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.....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Macon Telegraph Pub. Co.
Transcription Service.....Thesaurus
Representative.....Branham
President.....Ed Lowe
General Manager.....Alfred Lowe
Sta. Manager.....Emory G. Stroberg
Commercial Manager.....Marion Bragg
Program Director.....Agnes Burdett
Chief Engineer.....Emanuel Farber

WMGE—Madison—1955

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By David L. Hitchcock
Address Beacon Heights

WBIE—Marietta—1955

Frequency: 1050 Kc. Power: 500 Watts d.
Owned-Oper. By Marietta Bcstg. Co.
Address 112 1/2 Atlanta St.
Co-Owner, Gen. Mgr. James Wilder
Co-Owner, Comm. Mgr. Dudley D. McCaskill

WFOM—Marietta—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By F. Wilson & A. Jones
Address S. Cobb Dr.
Phone: 8-3396 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
General Manager Albert L. Jones
Sales Mgr. Bill Cooper
Program Dir. Don Kordecki
Chief Engineer Chuck Strauss

WMVG—Milledgeville—1946
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Jere N. Moore
Business-Studio Address Box 476
Phone: 250 Air Time: Full Time
Newspaper Affiliation Union Recorder
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 Box 191
Phone: 8-1711 Air Time: Full Time
News Service AP
Pres., Gen. Mgr. Warren G. Gilpin
Sta. Mgr. Derald Morris
Pub. Dir. Dorothy B. Gilpin
Chief Engineer Hamilton Masters

WMGA—Moultrie—1939
ABC-KBS-MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WMGA
Business-Studio Address Moultrie
Phone: 999 Air Time: Full Time
News Service UP
Representative Everett-McKinney, Ayres
Gen. Mgr. John F. Pidcock
Station Mgr. Roy F. Zess
Sls. Prom. Mgr. Everett Griner
Prog. Dir. Jack Shiver
Comm. Mgr. Robert Lenihan
Chief Engineer Homer Sloan

WMTM—Moultrie—1953

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By Colquitt Bcstg. Co.
Address Moultrie
Phone: 1300 Air Time: Daytime
News Service AF
Transcription Service World
Representative Clarke
Membership NARTB
Gen., Comm. Mgr. N. B. Mills
Sta., Mgr., Prog. Dir. Hugh J. McDonald
Chief Engineer Marion Everett

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.

WSFB—Quitman—1955

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Oper. By Quitman Bcstg. Co.
Address Citizens Natl. Bank Bldg.
President, Chief Eng. Emerson W. Browne
Gen., Comm. Mgr. Grady Cooper, 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
Commercial Manager Martha Daniel
Program Director Jean Wadsworth
Chief Engineer Dan Scott

WRGA—Rome—1929
MBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By Rome Bcstg. Corp.
Bus.-Studio Address 501 Broad St.
Phone: 2-2411 Air Time: Full Time
News Service UP
Transcription Service Standard
Representative Walker, Dora-Clayton
Membership NARTB
Pres., Gen., Sta. Mgr. Mather Payne
Secretary-treasurer Charles Smithgall
Commercial Manager Clarence Salmon
Sales Prom. Mgr. Lou Fockele
Program Director Jim Roberts
Publicity Dir. Cap Hicks
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: 9075.....Air Time: Daytime
 Representative.....McGillvra
 Comm. Mgr.....Dean Covington
 Pres., Gen. Mgr.....Edward N. McKay
 Program Director.....Charlie Doss

Representative.....Blair
 Pres., Gen. Mgr.....Harben Daniel
 Comm., Sta. Mgr.....Don Jones
 Program Director.....Duane A. Hatch
 Sls. Prom. Mgr.....R. W. Ward
 Publicity Director.....Susan Perry
 Chief Engineer.....Byron Strong

WCCP—Savannah—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carter C. Peterson
 Bus.-Studio Address.....Georgia State Bank Bldg.
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Comm. Mgr.....Weldon Herrin

WTOC—Savannah—1929
CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Savannah Bcstg. 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.....Frank S. Bryson, Jr.
 Publicity Director.....Joan Purcell
 Chief Engineer.....Kyle E. Goodman

WDAR—Savannah—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone: 3-8807.....Air Time: Full Time
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....H. Blair Minick
 Commercial Manager.....O. Huthson
 Prog., Pub. Dir.....Stella G. Minick
 Chief Engineer.....Joseph Testo

WWNS—Statesboro—1946
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Statesboro Bcstg. System
 News Service.....UP
 Gen. Mgr.....R. H. Thompson, Sr.
 Station Manager.....Jack V. LoPresti

WFRP—Savannah—1946
ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone: 3-9642.....Air Time: Full Time
 News Service.....AP
 Representative.....Everett-McKinney, Ayers
 President.....John F. Pidcock
 V.P., Gen., Sta., Comm. Mgr.....John Williams
 Publicity Dir.....Shirley Brogdon
 Chief Engineer.....B. M. McKnight

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....Holland Rd.
 Phone: 295.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Station Rep.....Stars Natl.
 General Manager.....William B. Farrar
 Prom. Mgr.....Hoyt Raimey

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....Box 737
 Phone: 4-7264.....Air Time: Daytime
 News Service.....AP
 Representative.....Stars' Natl.
 Chrmn. of Bd.....E. D. Rivers, Jr.
 President.....W. H. Keller, Jr.
 General Manager.....J. L. Woods

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jack & Nancy M. Thompson
 Address.....Covena Rd., Box 371
 Phone: 2011.....Air Time: Daytime
 Trans. Service.....World
 News Service.....UP
 Membership.....NARTB
 General Manager.....Jack A. Thompson
 Sta. Mgr.....John H. (Jack) Wiseley

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

WSYL—Sylvania—1955
KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sylvania Bcstg. System
 News Service.....UP
 Transcription Service.....SESAC
 General Manager.....R. H. Thompson, Sr.
 Station Manager.....Edwin H. Bass

WSFT—Thomasston—1947
MBS-KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By: Thomasston Bcstg. Co.
Business-Studio Address: WSFT Bldg.
Phone: 2187. Air Time: Daytime
Transcription Service: World
News Service: AP
Membership: NARTB, RAB
Gen. Mgr.: S. J. Carswell

WKTG—Thomasville—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: John H. Phipps Bcstg. Sta.
Address: Bank of Thomas County Bldg.
Phone: 1501. Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Representative: Clark, Dora Clayton
Gen. Mgr.: Herschel L. Graves
Sta. Manager: L. T. Porter
Program Director: Ed Bray
Pub. Dir.: Nan P. Flowers
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: 909. Air Time: Full Time
News Service: UP
Trans. Service: Capitol Thesaurus
Owner: H. Wimpy
Commercial Manager: Al Feinberg

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
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, RAB
President: Edgar H. Kobak
General Manager: Frank F. Hash

WWGS—Tifton—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Tifton Bcstg. Corp.
Address: 800 So. Main
Phone: 921. Air Time: Full
News Service: UP
Membership: NARTB
Transcription Service: World
Representative: Thomas F. Clark
Pres., Gen. Mgr.: Ralph N. Edwards
Chief Engineer: J. A. Brimaer

WLET—Toccoa—1941
MBS-KBS

Frequency: 1420 Kc. Power: 5000 Watts d.
Owned-Oper. By: R. G. LeTourneau

Address: 423 Prather Bridge Rd.
Phone: TUCKER 6-4567. Air Time: Daytime
News Service: UP
Representative: Thomas F. Clark
President: R. G. LeTourneau
Sta. Mgr.: Virgle E. Craig
Comm., Sls., Prom. Mgr.: J. Marquardt
Prog., Pub. Dir.: Gene Bollinger
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: 910. Air Time: Full Time
News Service: AP
Representative: John E. Pearson
Membership: NARTB
President: George B. Cook

WGOV—Valdosta—1940—MBS

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.
Owned-Operated By: WGOV, Inc.
Address: Daniel Ashley Hotel
Phone: 1420. Air Time: Full Time
News Service: UP
Representative: Stars Nat'l.
Chairman of Board: E. D. Rivers
President: Wm. H. Keller, Jr.
Sta. Mgr.: A. B. Smith

WJEM—Valdosta—1955

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Lowndes County Br'dcasters
Address: Hwy. 84, Box 368
Phone: 3070. Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
General Manager: James E. Massey
Sales Manager: Julian G. Tucker
Promotion Manager: Vincent L. Randolph

WVOP—Vidalia—1946—MBS

Frequency: 970 Kc. Power: 5 Kw.
Owned-Operated By: Vidalia Bcstg. Co.
Address: Box 391
Phone: 3029. Air Time: Daytime
Newspaper Aff.: Advance
News Service: UP
Transcription Service: Cole, Standard
Membership: NARTB
Pres., Gen., Sta. Mgr.: Howard C. Gilreath
Pub. Dir.: R. E. Leaford
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.
Address: Box 727
Phone: 1350. Air Time: Daytime
News Service: AP
Representative: Clarke

MembershipNARTB
PresidentD. L. Fountain
Bus., Comm. Mgr., Chief Eng......E. Nobles
Sta., Prog. Mgr......G. Weber

WKLE—Washington—1955

Frequency: 1370 Kc. **Power:** 1000 Watts
Owned-Oper. By.....Max G. Plaender
AddressBerkshire Dr.
Phone: 4801 **Air Time:** Daytime
News ServiceUP
Transcription Service.....Thesaurus
Pres., OwnerMax G. Plaender
General Manager.....Grady Berry, Jr.
Commercial Manager.....Burch Griffin

WACL—Waycross—1951

Frequency: 570 Kc. **Power:** 1000 Watts d.
Owned-Operated By.....Teletronics Inc.
Address528 Carswell Dr.
News ServiceAP
RepresentativeThomas Clark
President.....James S. Rivers
General ManagerWilliam B. Hill

WAYX—Waycross—1936
MBS-KBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone: 965 **Air Time:** Full Time
News ServiceUP
Newspaper Affil.Waycross Journal American
Transcription ServiceWorld
MembershipNARTB
RepresentativeHal Holman
PresidentJack Williams
Sta., Comm. Mgr......John J. Tobola
Sales Prom. Mgr......Charles R. Witt
Program Director.....Raymond Williamson
Publicity Director.....Charles Witt
Chief Engineer.....Curtis Frazier

WBRO—Waynesboro—1954
KBS

Frequency: 1310 Kc. **Power:** 1000 Watts d.
Owned.....Burke County Broadcasting Co.
AddressBox 151
Phone: 2139 **Air Time:** Daytime
News ServiceUP
Pres., Gen., Sta. Mgr., Eng......C. Pugh
Comm. Mgr......J. Kennon McNutt

WRLD—West Point—1941
ABC

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
News ServiceAP
Transcription ServiceThesaurus
RepresentativeClarke
MembershipRAB, NARTB
President.....J. C. Henderson
Sales Promotion Mgr......Dorothy Forrester
Gen., Sta., Comm. Mgr......Jim Murphy
Prog. Pub. Director.....Aileen Love
Chief Engineer.....Al Stancel

WIMO—Winder—1952—KBS

Frequency: 1300 Kc. **Power:** 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Business Address.....P. O. Box 526
Phone: 4831 **Air Time:** Daytime
News ServiceUP
RepresentativeIndie
President.....W. C. Woodall, Jr.
Gen., Comm., Sta., Sls. Mgr......C. H. Grider
Program Director.....O. G. Swindle
Publicity Director.....R. A. Jones
Chief Engineer.....D. E. Stafford

IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—Families 182,000
 Radio Homes 175,000—TV Homes 109,074—Stations in State 17

KBLI—Blackfoot—1951

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By.....Blackfoot Bcstg. Co.
Address.....P. O. Box 192
Phone: 780 **Air Time:** Full Time
MembershipNARTB
Gen., Sta. Mgr......T. L. Morrison
Prom. Mgr......Don Nilsson

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 ServiceUP
Transcription ServiceWorld
Representative.....Free & Peters
MembershipRAB

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 ServiceUP
RepresentativeAvery-Knodel
President.....Frank C. Carman
Comm., Gen. Mgr., Prog. Dir....M. L. Skinner
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
 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. Toedemeir

KYME—Boise—1955

Frequency: 740 Kc. Power: 500 Watts d.
 Owned-Oper. By: Radio Boise, Inc.
 Address: Hotel Boise
 Pres., Gen. Mgr.: Roger L. Hagadone

**KBAR—Burley—1946
 ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: KBIO, Inc.
 Business-Studio Address: P. O. Box 461
 Phone: 10 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Station Rep.: McKinney, O'Connell, Ayres
 General Manager: K. Clark
 Comm. Mgr.: G. D. Carter

KCID—Caldwell—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Caldwell Bcstg. Co.
 Address: 520 S. Kimball Ave.
 Air Time: Full Time
 Transcription Service: Capitol
 Station Rep.: Harlan G. Oakes
 Commercial Mgr.: Clair B. Hull

**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
 Membership: NARTB
 Transcription Service: Capitol
 Pres., Gen. Mgr.: Burl C. Hagadone
 Sta., Comm. Mgr.: Wayne E. Olsen
 Ass't Mgr.: Bernard V. Merriman

KORT—Grangeville—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owner: Far West Radio Inc.
 Address: Box 28
 Phone: 51 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 President: Hub Warner
 Comm. Mgr.: Helen Warner
 Chief Engineer: Don Manning

KID—Idaho Falls—1928—CBS

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Idaho Radio Corp.
 Address: Box 701
 Phone: 4 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Gill-Perna
 Membership: NARTB
 President: A. W. Schneider
 General-Station Manager: C. N. Layne
 Commercial Manager: Leonard Wasden
 Prog., Pub. Dir.: Leo Higham
 Chief Engineer: Carroll Sechrist

**KIFI—Idaho Falls—1946
 ABC-MBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: E. Idaho Bcstg. & TV Co.
 Business-Studio Address: Box 581
 Phone: 1054 Air Time: Full Time
 Newspaper Affil.: Post-Register
 News Service: AP
 Transcription Service: Standard
 Representative: Avery-Knodel
 Membership: NARTB
 Pres., Gen. Sta. Mgr.: J. M. Brady
 Comm., Sls. Prom. Mgr.: J. L. Thomas
 Program Director: Keith Clark
 Publicity Director: Loraine Brown
 Chief Engineer: Cecil Criddle

KLER—Lewiston—1953

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: Cole E. Wylie
 Address: 2829 Country Club Dr.
 Phone: 3-5558 Air Time: Daytime
 News Service: AP
 Representative: McGillvra
 Membership: RAB
 Owner: Cole E. Wylie
 Station Manager: William C. Rhodes

KOZE—Lewiston—1955

Frequency: 950 Kc. Power: 500 Watts d.
 Owned-Oper. By: Lewis-Clark Bcstg. Co.
 Address: 924 Main St., Portland, Oreg.
 Owner: Harold C. Singleton
 Manager: A. Thomas Decker

**KRLC—Lewiston—1935
 MBS-DON LEE**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
 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: Forjoe, Moore-Lund
 Membership: NARTB, RAB
 Sta., Gen. Mgr.: Donald Thomas
 Commercial Manager: Edward Agnew
 Program Director: Alben Nelson
 Publicity Dir.: Jack Clifford
 Chief Engineer: William Neuman

KRPL—Moscow—1947—KBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: KRPL, Inc.
 Address: Box 396
 Phone: 2283 Air Time: Full Time
 News Service: AP
 Representative: Moore & Lund
 Owner: Roy Anderson
 Manager: Gale L. Mix

**KFXD—Nampa—1930
 MBS-ITM**

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, NARTB
 Pres., Gen. Mgr.: Edward P. Hurt
 Sta., Comm. Sls. Prom. Mgr.: Doyle Cain
 Prog., Pub. Dir.: 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 Service: Standard, Lang-Worth
 Representative: Weed, Felts
 Membership: NARTB, RAB
 Pres., Gen., Comm. Mgr.: Henry H. Fletcher
 Publicity Dir.: Olive L. Greene
 Program Director: Ruthe A. Fletcher
 Chief Engineer: Ellis W. Call

**KWIK—Pocatello—1946
 ABC-MBS-KBS-IMN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned: Pocatello TV Corp.
 Address: 1140 Yellowstone Ave.
 Phone: 3400 Air Time: Full Time
 Newspaper Aff.: Idaho State Jour.
 Transcription Service: World
 Station Representative: Avery-Knodel
 Membership: NARTB
 President: Robert S. Howard
 General Manager: John R. Taylor
 Commercial Mgr.: James H. Schoonover
 Program Director: Allan Helpert
 Chief Engineer: Dean McCurdy

KPST—Preston—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Voice of The Rockies, Inc.
 Address: Preston
 Phone: 600 Air Time: Full
 Representative: Continental
 News Service: UP

Transcription Service: Associated
 President: Leo Hawks
 Gen., Sta. Mgr.: Rulon Dunn
 Commercial Mgr.: M. S. Stocking
 Chief Engineer: D. A. Nash, Jr.

KRXK—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
 Reps.: Bcst. Time Sls., West Coast Sales
 Pres., Gen. Mgr.: Gene Shumate
 Sls. Mgr.: Wes Lawrence

KAYT—Rupert—1955

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Inland Bcstg. Co.
 Address: Rupert
 Phone: 149-R Air Time: Day
 News Service: UP
 Pres., Gen. Mgr.: Mervin V. Ling
 Sta. Comm. Mgr.: George McDonald

**KSPT—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
 General Mgr.: Norman Bauer

**KEEP—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
 Station Rep.: Gill-Perna, McGavren
 President: Spencer D. Grow
 Gen., Sta., Comm. Mgr.: E. Sullivan
 Program Director: Dick Ryall
 Pub., Sls. Prom. Mgr.: Eill Taylor
 Chief Engineer: Walt Snow

**KLIX—Twin Falls—1946
 MBS-ABC**

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. Mgr.: Frank C. McIntyre

Commercial Mgr.....Juneau H. Shinn
 Station Mgr.....Joe Clements
 Program Director.....Don Allen
 Chief Engineer.....Don Cedarstrom

KTFI—Twin Falls—1928
NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcastg. Corp.
 Address.....241 Main Ave. W.
 Phone: 2400.....Air Time: Full Time
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 RepresentativeWeed
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....F. M. Gardner
 Commercial Mgr.....D. Silvester
 Pub., Prog. Dir., Sales Prom. Mgr....L. Parker
 Chief Engineer.....Marvin Hartley

KWAL—Wallace—1938
MBS-DON LEE

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Metals Bcastg. Co.
 Business-Studio Address.....Wallace
 Phone: 8-2111.....Air Time: Full Time
 Transcription Service.....World
 Representative.....Holman, Moore & Lund
 Pres., Gen. Mgr.....R. Lee Black

KWEI—Weiser—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcast. Co.
 Business-Studio Address.....Box 791
 Phone: 700.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceCapitol
 MembershipRAB, NARTB
 Pres., Gen. Mgr.....M. V. Ling
 Sta., Comm., Sls. Mgr., Prog. Dir....D. Quigley
 Chief Engineer.....Edwin C. Miller

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FOR

RADIO and TELEVISION

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

WOKZ—Alton—1948—KBS

Frequency: 1570 Kc.Power 1000 Watts
Owned-Oper. By.....Palen Bcstg. Corp.
AddressHotel Stratford
Phone: 5-5506Air Time: Daytime
News ServiceUP
Pres., Gen. Sta. Mgr.....Edward N. Palen
Comm. Mgr.....W. Eccles Huff
Sales Prom. Mgr.....Lloyd Smith
Program Director.....Tom Allen
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
Phone: 7-4215Air Time: Day
News ServiceUP
Transcription Service.....SESAC
Owner, Manager.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cooley
Program Dir.....Jeanne M. Doran
Chief Engineer.....John Kitzner

WIBV—Belleville—1947

Frequency: 1260 Kc.Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address...2100 W. Main
Phone: AD 3-5000Air Time: Daytime
News ServiceAP
RepresentativeIndie Sales
MembershipNARTB
President.....John W. Lewis
Commercial Mgr.....Clarence Keller

WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc.Power: 250 Watts
Owned-Oper. By...Bloomington Bcstg. Corp.
Address209 E. Washington
Phone: 5-2078Air Time: Full Time
Newspaper Affil.....Daily Pantagraph
News ServiceUP
Transcription Service.....Thesaurus, World
Representative.....Sears & Ayers
MembershipNARTB, RAB
President.....Loring C. Merwin
General Manager.....Warner C. Tidemann
Comm. Mgr.....John McDermott
Program 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: 1490Air Time: Full Time
News ServiceUP
RepresentativeJohn E. Pearson
MembershipNARTB, RAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Carrier
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
Phone: 1877Air Time: Day
News ServiceAP
Transcription Service.....SESAC, Thesaurus
MembershipRAB
President.....H. B. Winsor
Gen., Comm. Mgr.....Charles E. Wright
Program Director.....Jerry Bidle
Sls. Prom. Mgr., Pub. Dir.....E. Sawyer
Chief Engineer.....Howard Elliott

WCIL—Carbondale—1946

Frequency: 1020 Kc.Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone: 167Air Time: Daytime
News ServiceAP
MembershipNARTB
General, Comm. Mgr.....Paul F. McRoy

WROY—Carmi—1948 Keystone

Frequency: 1460 Kc.Power: 1000 Watts d.
Owned-Oper. ByCarmi Bcstg Co.
AddressBox 31
Phone: 4161Air Time: Day
News ServiceUP
Transcription Service.....Thesaurus
RepresentativeSears & Ayer, Inc.
PresidentRoy Clippinger
Gen. Sta. Mgr.....S. A. Hassan
Commercial Manager.....Jack Dill
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.
Address502 Wabash Ave.
Phone: 520Air Time: Daytime
Station Rep.....Sears & Ayer
ManagerJohn Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc.Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
AddressHiway 51
Phone: 5151Air Time: Daytime
News ServiceUP
Transcription Service...Standard, Lang-Worth
President.....C. W. Rodgers
Station Mgr.....Ben Shore
Commercial Mgr.....D. Cummings

WDWS—Champaign—1937 CBS

Frequency: 1400 Kc.Power: 250 Watts
Owner...The Champaign News Gazette, Inc.
Business Address48 Main St.
Phone: 6-1855Air Time: Full Time
News ServiceUP
Transcription ServiceWorld
Newspaper Aff.News-Gazette

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... WGN reaches more homes than any other Chicago advertising medium.*

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* Nielsen Coverage Service

WGN

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Chicago's Television's Top Morning Children's Program — "Romper Room"

Chicago Television's Top Teenage Program — "Bandstand Matinee"

Chicago Television's Highest Rated Feature Film Programs

Chicago Television's Highest Rated Sports Features

Telecasting at Maximum Power From Chicago's Highest Tower

WGN-TV

Channel 9

441 N. Michigan Avenue
Chicago 11, Illinois

Eastern Advertising Solicitation Office—220 East 42nd St., New York 17
Representatives — George P. Hollingbery Co.

Representative... Robert Meeker & Associates
 Membership NARTB
 President..... Mrs. Helen M. Stevick
 Gen., Sta. Mgr..... 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..... Air Time: Day
 News Service..... INS
 Transcription Lang-Worth
 Gen., Sta., Comm. Mgr..... Lloyd McFee
 Chief Engineer..... William Setlife

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
 Newspaper Affil..... Drovers Journal
 News Service UP
 Transcription Service Standard
 Representative Young
 President Ward A. Neff
 Gen., Sta. Mgr..... Thomas L. Davis
 Sales Prom. Mgr..... Fred R. Randazzo
 Commercial Mgr..... T. L. Davis
 Publicity Dir..... Jack McGuire
 Program 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..... Daily News Plaza
 Phone: Franklin 2-0660... Air Time: Daytime
 News Service UP
 Transcription... Thesaurus, SESAC, Standard
 Representative Forjoe
 Gen. Mgr., Prog. Dir..... Robert O. Miller
 Sales Prom. Mgr..... L. Webb
 Chief Engineer..... Harry Berg

WGN—Chicago—1924—MBS

Frequency: 720 Kc..... Power: 50,000 Watts
 Owned-Operated By..... WGN, Inc.
 Bus.-Studio Address... 441 N. Michigan Ave.
 Phone: Michigan 2-7600... Air Time: Full Time
 Newspaper Affiliation... The Chicago Tribune
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Hollingberry
 Membership NARTB, RAB
 President..... J. Howard Wood
 V. P., Gen., Sta. Mgr..... Frank P. Schreiber
 Commercial Manager... William A. McGuineas
 Sales Promotion Manager... Charles A. Wilson
 Program Director..... Bruce Dennels
 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.
 News Service..... AP, UP, INS
 Sta. Rep..... CBS Spot Sls.
 Membership RAB
 General Manager..... H. Leslie Atlass
 Asst. Gen. Mgr..... E. H. Shomo
 Executive Ass't..... C. W. Doeblner
 Sales Mgr..... James P. Hensley
 Promotion Mgr..... Alfred N. Greenberg
 Program Director..... Al Bland

WCFL—Chicago—1926

Frequency: 1000 Kc..... Power: 50,000 Watts
 Owned..... Chicago Federation of Labor
 Business-Studio Address... 666 Lake Shore Dr.
 Phone: MOhawk 4-2400... Air Time: Full
 Transcription Service..... Standard, World
 Membership RAB
 Representative..... Burke Stuart
 General Manager..... Martin F. Hogan
 Commercial Mgr..... Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... C. R., J. A. White
 Address..... 2756 Pine Grove Ave.
 Phone: EAsgate 7-6860... Air Time: Full Time
 General Manager..... J. A. White
 Chief Engineer..... C. R. White

WEDC—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. Kotmour
 Program, Publicity Director..... Bill Mack
 Chief Engineer..... A. W. Smith

WGES—Chicago—1924

Frequency: 1390 Kc..... Power: 5000 Watts
 Owned-Operated By... Radio Station WGES
 Address..... 2708 Wash. Blvd.
 Phone: SA 2-1700..... Air Time: Full Time
 News Service..... UP
 Transcription Service Associated
 General, Station Manager..... John A. Dyer
 Commercial Mgr..... Elizabeth M. Hixman
 Sales Promotion Manager..... K. P. Freda
 Program Director..... Herbert Rudolph
 Chief Engineer..... William Shunk

WHFC—Chicago—1925

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Address..... 3350 S. Kedzie Ave.
 Phone: Townhall 3-6305... Air Time: Full Time
 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

WJJD—Chicago—1924

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Plough Bcstg. Co.
 Bus.-Studio Address.....230 N. Michigan Ave.
 Phone: State 2-5466.....Air Time: Daytime
 News Service.....UP
 Trans.....Standard, Capitol, World, Thesaurus
 Representative.....Radio-TV Representatives, Inc.
 V. P., Gen. Mgr., Prog. Dir.....Frederick G. Harm
 Commercial Mgr.....James A. Jordan

WLS—Chicago—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WLS, Inc.
 Business-Studio 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.....W. Nelson
 Asst. To Gen. Mgr.....Harold Safford
 Program Director.....Herb Howard
 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.....Robert Sarnoff
 General Manager.....Jules Herbeux
 Director of Sales.....John Keys
 Comm. Manager.....Rudi Neubauer
 Sales Promotion Manager.....Howard Coleman
 Program Director.....George Heineman
 Publicity Director.....Chet Campbell
 Chief Engineer.....Howard Lutgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WSBC Bcstg. Co., Inc.
 Business-Studio Address.....2400 W. Madison St.
 Phone: Monroe 6-9060.....Air Time: Part
 Transcription Service.....SESAC
 Representative.....Stars Nat'l, Inc.
 Manager.....Louis B. Lee

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Phone: 305.....Air Time: Day
 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
 Phone: 1700.....Air Time: Full Time
 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
 Program Dir.....Honore Ronan
 Chief Engineer.....Orville Neely

WITY—Danville—1953

Frequency: 980 Kc.....Power: 1 Kw.
 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.....RAB
 President.....Gilbert E. Metzger
 General Mgr.....Francis A. Higgins
 Sales Prom. Mgr.....F. W. Parsons
 Program Dir.....Catherine Scheurich
 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: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....Charles C. Caley
 Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
 Commercial Mgr.....Robert B. King
 Program Director.....E. James Seaney
 Chief Engineer.....L. E. Mayfield

WSOY—Decatur—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Illinois Bcstg. Co.
 Address.....1100 N. Pershing Road
 Phone: 5371.....Air Time: Full Time
 News Service.....AP
 Newspaper Aff.....Herald

Transcription Service..World, Standard, Cole
 RepresentativeWeed
 MembershipNARTB, 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.....711 N. First St.
 Phone: 6-3485.....Air Time: Daytime
 News ServiceAP
 Representative.....Sears & Ayer
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....George C. Biggar
 Commercial Manager.....Richard Meier
 Program Director.....R. C. Brown
 Publicity Dir.....Ron Losee
 Chief Engineer.....W. Dean Clayton

WDQN—Du Quion—1951

Frequency: 1580 Kc.....Power: 250 Watts
 Owned-Oper. By.....M. R. Lankford
 Address.....Main & Walnut
 Phone: LI 2-3894.....Air Time: Daytime
 News ServiceUP
 RepresentativeMcGillvra
 General ManagerM. R. Lankford
 Station Manager.....Phil Richardson
 Commercial Manager.....Walt Schafer
 Program Director.....Ralph Stevens
 Chief Engineer.....Tom Hart

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: Upton 4-4390.....Air Time: Full Time
 Transcription ServiceSESAC
 Representative.....Bogner & Martin
 General Manager.....Frank J. Prendergast
 Traffic Manager.....Joe Prendergast
 Program Director.....D. Dellamano

WCRA—Effingham—1947
KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Effingham Bcstg. Co.
 Address.....110 N. Banker St.
 News ServiceUP
 Gen., Nat. Sls. Mgr.....J. E. Armel

WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Oper. ByThe Elgin Bdcstg Co.
 Address.....156 Division St.
 Phone: SH 7700-1.....Air Time: Daytime
 Newspaper Affil..Effingham News, Pekin Times
 News ServiceUP
 RepresentativeJoseph Hershey MvGillvra
 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.
 Address2425 Main
 News Service.....UP
 Transcription ServiceWorld
 Representative.....Boyner & Martin
 MembershipNARTB, RAB
 Pres., Gen. Sta. Mgr.....Edward A. Wheeler
 Commercial Manager.....James Bacon
 Sales Prom. Mgr.....Don Springgate
 Program Director.....Jim Herrington
 Publicity Director.....Virginia McGowan
 Chief Engr.....Fred Dennison

WNMP—Evanston—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Angus D. Pfaff
 Business-Studio-Transmitter..2201 Oakton St.
 Phone: GR 5-1590.....Air Time: Day
 TranscriptionCapitol, SESAC
 News ServiceINS
 MembershipNARTB, RAB
 Pres., Comm., Sls. Prom. Mgr..Angus D. Pfaff
 Gen., Sta. Mgr., Prog. Dir.....L. H. Lamar
 Publicity Dir.....Larry Attebery
 Chief Engineer.....Richard Moser

WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.
 Owned-Oper. By..Wayne County Bcstg. Co.
 AddressBox 72
 Phone: Fairfield 2159.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeGrant Webb
 MembershipNARTB
 Co-Owner, Gen. Mgr.....Thomas S. Land
 Co-Owner, Prog. Dir., C. Eng..Bryan Davidson
 Commercial Mgr.....Garnet Williams

WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Freeport Bcstg. Co., Inc.
 Business-Studio Address....9 N. Chicago Ave.
 Phone: State 436.....Air Time: Daytime
 Representative.....Sears & Ayer
 MembershipNARTB
 General Manager.....Vincent S. Barker

WGIL—Galesburg—1938

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
 MembershipRAB
 RepresentativeWm. G. Rambeau
 PresidentMrs. O. N. Custer
 Gen., Sta. Mgr.....P. A. Wilson
 Prog. Dir.....Max D. Lindberg
 Publicity Director.....David Loring
 Chief Engineer.....R. L. Baughman

WEBQ—Harrisburg—1923
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Harrisburg Bcstg. Co.
Business-Studio-Transmitter... 100 E. Poplar St.
Phone: 28. Air Time: Full Time
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

WMCW—Harvard—1954

Frequency: 1600 Kc. Power: 500 Watts
Owner Esther Blodget
Address 205 E. Brainard

WBEE—S. Chicago—1955

Frequency: 1570. Power: 250 Watts
Owner Rollins Bcstg. Co., Inc.
Address 6201 S. Cottage Rd. Ave.
Phone: Normal 7-4124. Air Time: Days
Representative Rollins Bcstg. Co.
General Mgr. Richard Scheele

WJPF—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 Service UP
Representative John E. Pearson
Membership NARTB
President Orville W. Lyerla
Gen., Sta., Comm. Mgr. Charles R. Cook
Sls. Prom. Mgr. Fred Simmons
Prog. Dir. Louise Piantanida
Chief Engineer Ben Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc. Power: 1000 Watts d.
Owned Jacksonville Radio & TV Bcstg. Corp.
Address Fox Theatre Building
Phone: CH 5-7171. Air Time: Daytime
News Service AP
Transcription Service World
Newspaper Affiliation "Journal-Courier"
Representative Hal Holman
Membership NARTB, RAB
President Robert A. Fay
Gen., Comm., Sta. Mgr. R. Karl Baker
Program Director T. J. Fairburn
Chief Engineer G. J. Cassens

WJOL—Joliet—1924

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WJOL, Inc.
Business-Studio-Transmitter... 601 Walnut St.
Phone: 4761. Air Time: Full Time
News Service UP
Transcription Service Thesaurus, World
Representative Rambeau

Membership RAB
General Manager J. F. Novy
Station Manager J. F. Cerny

WKAH—Kankakee—1947

Frequency: 1020 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 Service AP
Transcription Service Standard
Representative Sears-Ayer
Newspaper Affil. Journal
Membership NARTB
President Leslie C. Small
General Manager Burrell Small
Station Manager Bruce Brown
Asst. Station Manager Robert Hawkins
Sales Mgr. Donald Hoover
Program Director Orren Allain
Chief Engineer Richard Eckels

WKEI—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 Service AP
Transcription Service Lang-Worth
Representative H. F. Best
Pres., Gen. Mgr., Chf. Engr. E. D. Scandrett
Prog., Pub. Dir. Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc. Power: 500 Watts d.
Owned-Oper. By S & S Bcstg. Co.
Address Box 408
Phone: FL 2-1300. Air Time: Full
Representative Gill Perma
Membership NARTB
President Charles Sebastian
V. P., Sta. Mgr. Russ Scalter
Commercial Manager Ralph Faucher
Sales Prom. Mgr. Stanley Noyes
Program Dir. Ted Carlson
Publicity Dir. Arthur Schlaman
Chief Engineer Bill Wardle

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.
Membership NARTB, RAB
President Peter Miller
Gen., Comm. Mgr. William Helm
Program Director Dan Lawlor
Publicity Director Alan Alford
Chief Engineer Lawrence McCann

WPRC—Lincoln—1947

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Prairie Radio Corp.
Address P. O. Box 37

Phone: 1370.....Air Time: Daytime
 Transcription Service.....Lang-Worth
 Membership.....RAB
 Pres., Gen. 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

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

WKAI—Macomb—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Macomb Bcstg. Co.
 Address.....113 E. Carroll St.
 Phone: Macomb 1350.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB
 Pres., Gen. Mgr.....Wm. E. Schons
 Station Manager.....Allan Fobes
 General Sls. Mgr.....Kenneth Petersen

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Marion Bcstg. Co.
 Business Address.....P. O. Box 311
 Phone: 824.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Membership.....RAB
 Pres., Chief Eng.....George W. Dodds
 Gen., Sta., Comm. Mgr.....Jim Duncan
 Sls. Prom. Mgr.....Ina Trammel
 Publicity Dir.....Ervin Coppi

WLBH—Mattoon—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Mattoon Bcstg. Co.
 Bus.-Studio Address.....17th & Broadway A/e.
 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 Prom. Mgr.....John Geplford
 Program Director.....Robert Guess
 Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By.....Fort Massac Bcstg. Co.
 Address.....409 Ferry St.

Phone: 2106.....Air Time: Daytime
 Transcription Service.....SESAC
 Representative.....Holman
 Membership.....NARTB, RAB
 General Manager.....James H. Firmin
 Sales Manager.....P. Roewe

WQUA—Moline—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WQUA, Inc.
 Address.....1319 Fifth Ave.
 Phone: 4-6727.....Air Time: Full Time
 Representative.....Geo. P. Hollingsberry Co.
 Pres., Gen. Mgr.....G. LaVerne Flambo
 Program Director.....Wilbur L. Mason
 Chief Engineer.....Harold Higby

WVMC—Mount Carmel—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WVMC
 Address.....No. Chery St.
 Phone: 1360.....Air Time: Daytime
 News Service.....UP
 Membership.....NARTB, RAB
 General Manager.....Stephen P. Bellinger

WMIX—Mt. Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mt. Vernon Radio & Tel. Co.
 Address.....121½ N. 9th Street
 Phone: 3500.....Air Time: Daytime
 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
 Publicity Dir.....Ted Strader
 Chief Engineer.....Alva Hulbert

**WINI—Murphysboro—1954
KBS**

Frequency: 1420 Kc.....Power: 500 Watts
 Owned-Oper. By.....Midwest Bcstg. Sys.
 Address.....P. O. Box 647
 Phone: 282.....Air Time: Daytime
 News Service.....AP
 Representative.....Hil F. Best
 President.....Cecil W. Roberts
 General Manager.....R. Wayne Cox
 Commercial Manager.....Lewis Barwick
 Chief Engineer.....Lester D. Bilderback

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
 General Mgr.....E. Sanderling
 Station Mgr.....Albert C. Michelotti

WVLN—Olney—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.

Owned-Operated By.....Olney Bcstg. Co.
 Address.....302½ E. Main
 News Service.....AP, UP
 Phone: 2156.....Air Time, Daytime
 Transcription Service.....SESAC, World
 Representative.....Hal Holman
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Marshall H. Poole
 Prog. Dir., Comm. Mgr.....Dick Griggs
 Pub. Dir.....Harry Hillis

WCMY—Ottawa—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Carl H. Meyer
 Address.....P. O. Box 687
 Phone: 551.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Carl H. Meyer
 Comm. Mgr.....D. M. Meyer

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
 Membership.....NARTB
 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.....Arcade Bldg.
 News Service.....AP
 Representative.....Sears & Ayer
 Pres., Gen. Mgr.....W. Kenneth Patterson
 Commercial Manager.....Peg Horner
 Sls. Prom., Pub. Dir.....George Udry
 Program Director.....Tom Dunn
 Chief Engineer.....Lowell Lovely

WEEK—Peoria—1948—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....West Central Bcstg. Co.
 Address.....2907 Springfield Rd.
 News Service.....AP
 Representative.....Headley-Reed
 Membership.....NARTB, RAB
 President.....Robert S. Kerr
 Gen. Mgr.....Fred C. Mueller
 Sta. Mgr.....Edward Kash
 Sls. Prom. Mgr.....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.....125 N. Jefferson Ave.
 Phone: 4-9239.....Air Time: Full Time
 News Service.....UP
 Representative.....H-R

President.....Timothy W. Swain
 Gen. Mgr., V.P.....John H. Altortier
 Station Manager.....James T. Butler
 Commercial Manager.....Elfie Same
 Sales Prom. Mgr.....Donald P. O'Neil
 Program Director.....Robyn Weaver
 Publicity Director.....Mort Cantor
 Chief Engineer.....Rudy Luukinen

WMBD—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
 Transcription Service.....Thesaurus
 Representatives.....Free & Peters
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Charles C. Caley
 Asst. Mgr.....Marvin H. Hull
 Sls. Prom. Mgr., Pub. Dir.....Toby Carlson
 Program Director.....Charles A. Miller
 Chief Engineer.....George Pyle

WPEO—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.....Burke-Stuart Co.
 Pres., Gen. Sta. Mgr.....John R. Livingston
 Program Director.....Harry Harrison
 Chief Engineer.....Gerry De Vore

WBBA—Pittsfield—1954

Frequency: 1580 Kc.....Power: 250 Watts
 Owner.....Pike Bcstg. Co.

WGEM—Quincy—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Quincy Bcstg. Co.
 Business-Studio Address.....Hotel Quincy
 Phone: 2-6840.....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
 Prog. Dir.....Ted Austin
 Pub. Dir.....W. Vaughn
 Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927—CBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Lee Bcstg., Inc.
 Address.....WCU Bldg.
 Phone: Baldwin 2-6200.....Air Time: Full Time
 News Service.....AP, UP
 Trans. Service.....Standard, Associated
 Representative.....Weed & Co.
 Membership.....NARTB, RAB
 National Sls. Mgr.....Walter Rothschild
 Ass't Nat'l Sls.....Wayne W. Cribb

WROK—Rockford—1929
ABC

Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.
Owned.....Winnebago Newspapers, Inc.
Bus. Studio Address...Rockford News Tower
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
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—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
News Service.....UP
Transcription Service.....World
Representative.....Radio TV Reps.
President.....William E. Walker
Gen., Sta. Mgr.....L. O. Fitzgibbons
Comm., Sales Prom Mgr.....Jack Harvey
Prog. Dir.....H. I. Tingley
Publicity Dir.....Virginia Colwell
Chief Engineer.....George Reynolds

WHBF—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.....Standard, World, Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Sales Manager.....Ted Arnold
Program Dir.....Frank S. Hicks
Publicity Dir.....Fern Hawks
Chief Engineer.....Robert J. Sinnett

WHCO—Sparta—1955

Frequency: 1230 Kc. Power 250 W.
Owned.....Hirsch Communication Eng. Corp.
Engineering Corp.
Address...324 Broadway, Cape Girardeau, Mo.
Phone: Sparta 333.....Air Time: Full
News Service.....UP
President.....Robert O. Hirsch
General Manager.....Oscar C. Hirsch
Station Sls. Prom. Manager...Buford L. Mabrey
Commercial Manager.....James F. Collins
Program Director.....Skip McKellip
Chief Engineer.....James D. Collins

WCVS—Springfield—1922
MBS-ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone: 9855.....Air Time: Full
Transcription Service.....Standard
Membership.....NARTB
Representative.....Bogner & Martin
General Manager.....C. W. Neeld

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 Service.....UP
Phone: 4-1766.....Air Time: Full Time
Transcription.....Thesaurus
Representative.....John E. Pearson
Membership.....NARTB
Pres., Gen., Sta., Comm. Mgr., Gordon Sherman
Program Director.....Syl Binkhn
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 Service.....AP
Transcription.....World
Representative.....Weed
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgeley
Chief Engineer.....E. C. Swarngen

WSDR—Sterling—1949

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
Phone: 3400.....Air Time: Full Time
News Service.....AP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Sls. Prom. Mgr.....G. W. Gamel
Pub. Dir.....Victor Korte
Program Director.....John Rohwer
Chief Engineer.....Ed Flsher

WIZZ—Streator—1953

Frequency: 1250 Kw. Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address.....Box 431
Phone: 4147.....Air Time: Daytime
Representative.....Best
News Service.....UP
Managing Partner.....S. P. Bellinger
General Manager.....Vernon R. Nunn

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
Representative.....Continental
President.....Roger Moyer
General Manager.....James C. Hilderbrand

WKID—Urbana—1948—KBS

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address.....P. O. Box 192
Phone: 75431.....Air Time: Daytime
News Service.....UP
Representative.....John Pearson
Manager.....Joseph S. Rider

WKRS—Waukegan—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By.....Waukegan News-Sun
Business Address.....P. O. Box 500
Phone: Delta 6-7900.....Air Time: Daytime

News Service.....AP
Transcription Service.....Thesaurus, Standard
Membership.....RAB
Representative.....Sears & Ayer
President.....William F. Just
V. P., Gen. Mgr. Joseph B. Kirby

WFRX—West Frankfort—1955

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Co.
Address.....Box 359
Phone: 1300.....Air Time: Daytime
News Service.....UP
Representative.....Indie Sales
Gen. Mgr.....Robert O. Veach
Transcription Service.....Thesaurus

WCBD—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, 1956 (Est.) 4,285,000—Families 1,325,000
Radio Homes 1,275,500—TV Homes 1,108,740—Stations in State 56

WCBC—Anderson—1946

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By.....Civic Bdcstg Corp.
Address.....Box 350
News Service.....UP
Transcription Service.....World
Membership.....RAB, NARTB
Station Rep.....Hil Best
President.....Paul E. Billheimer
General Manager.....Gordon Beck
Program Director.....Charles Bates
Sales Manager.....Asher Sizemore

Pres., Gen. Mgr.....William C. Smith, Jr.
Commercial Mgr.....W. R. Klumpp
Sales Prom. Mgr.....W. Klatte
Program Director.....Claude Parsons
Chief Engineer.....Carl J. Finger

**WTTS—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
Phone: 2-3366.....Air Time: Full Time
Representative.....Robert Meeker Associates
Membership.....RAB
President.....Sarkes Tarzian
Gen. Mgr., Prog. Dir.....Glenn Van Horn
Commercial Mgr.Ray Bartlett
Chief Engineer.....Dale Blackwell

**WHBU—Anderson—1923
CBS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone: 7791.....Air Time: Full Time
Transcription Service.....Standard
News Service.....UP
Representative.....Bolling Co.
Membership.....RAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

**WBNL—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

WBIW—Bedford—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address.....Radio Farm, P. O. Drawer 472
Phone: 4421-2.....Air Time: Full Time
News Service.....AP, INS
Transcription Service.....Thesaurus
Representative.....W. S. Grant

WCSI—Columbus—1950

Frequency: 1010 Kc. Power 500 Watts
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....Carr Hill Rd.
Phone: 3397.....Air Time: Daytime

Membership RAB
 Station Rep. Rambeau
 General Manager..... Dick Jewell

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
 Newspaper Affil. News Examiner
 Transcription Service..... Thesaurus
 Representative Gill-Perna
 Membership NARTB
 Comm., Sta., Mgr..... E. M. Jackson
 Program Director..... Ralph T. Underwood

WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By..... Truth Publishing Co.
 Business-Studio Address..... Box 636
 Phone: 3-1960. Air Time: Full Time
 News Service UP
 Representative H.R. Reps
 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..... Ohio Valley TV Co.
 Business-Studio Address..... Box 395
 Phone: 4-9215. Air Time: Full Time
 News Service UP
 Membership NARTB, RAB
 Representative Meeker; Young
 President..... Herbert R. Levy
 General Manager..... Cecil M. Sansbury
 Commercial Manager..... Bill Spillman
 Sales Prom. Mgr..... Del Greenwood
 Program Director..... Roger Garrett
 Chief Engineer..... Bob Cleveland

**WGDF—Evansville—1923
 NBC**

Frequency: 1280 Kc. Power: 5 Kw. 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
 Transcription SESAC
 Membership NARTB, RAB
 President..... Alvin Q. Eades
 Ex. V.P., Gen., Sta, Mgr..... Martin L. Leich
 Sales Prom., Pub. Dir..... William G. Hill
 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..... Box 148

Phone: Harrison 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., Comm. Mgr..... Jack McLean
 Sls., Prom. Mgr..... Verne Paule
 Pub. Dir..... Roger McMahon
 Program Director..... 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 Bolling
 President..... C. Bruce McConnell
 General Manager..... Robert McConnell
 Station Manager..... Charles E. Kennedy
 Promotion Mgr..... James Voors
 Local Commercial Manager..... Merlin Smith
 Program Director..... Doug Hadley
 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 Publ. Co.
 News Service UP
 Transcription Service..... Lang-Worth
 Representative Headley-Reed
 Membership RAB, NARTB
 President..... Helene R. Foellinger
 Gen., Sta., Comm. Mgr..... Merrill C. Johnson
 Sls. Prom. Mgr..... Robert Storey
 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: Anthony 2295. Air Time: Full Time
 News Service..... UP

Transcription Service World
 Representative **Raymer**
 General Manager Edward G. Thoms
 Ass'l. Gen. Mgr. Hilliard Gates
 Commercial Manager..... Carleton B. Evans
 Program Dir..... Calo Mahleck

WOWO—Fl. Wayne—1926
NBC

Frequency: 1190 Kc..... Power: 50 Kw.
 Owner... Westinghouse Broadcasting Co., 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, NARTB**
 President..... Donald H. McGannon
 Station Mgr..... Carl W. Vandagriff
 Commercial Manager Tom Longworth
 Sales Prom. Mgr..... Hilda C. Woehrmeyer
 Program Director..... Guy Harris
 Chief Engineer..... Hal Brokaw

WILO—Frankfort—1953—KBS

Frequency: 1570 Kc..... Power: 250 Watts
 Owned..... Lake Erie Radio & TV Corp.
 Address..... 52½ E. Washington St.
 Phone: 3338..... Air Time: Daytime
News Service **UP**
 Station Rep..... Hil Best
 President..... Theodore M. Nelson
 Gen., Sta. Mgr., Chief Engr. Lewis M. Shroyer
 Commercial Manager..... Phil Wise
 Program Director..... James Cronkright

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, NARTB**
 Station Rep..... Indie
 Pres., Gen. Mgr..... George Whitney

WWCA—Gary—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By ..Lake Bdcastg Co., Inc.
 Address Hotel Gary
 Phone: Turner 6-9171.... Air Time: Full Time
News Service **AP**
 Membership **RAB, NARTB**
 Station Rep..... John E. Pearson Co.
 Pres., Gen., Mgr..... Dee O. Coe
 Sta., Comm. Mgr..... Boyd Lawlor
 Prom. Mgr. Pub. Dir..... Charles Edwards
 Prog. Dir..... Tom Whitmore
 Chief Engineer Victor Voss

WKAM—Goshen—1949—KBS

Frequency: 1460 Kc..... Power: 500 Watts d.
 Owned-Operated By... Kosciusko Bcstg. Corp.
 Address..... 612 W. Pike St.
 Phone: 3-2219..... Air Time: Daytime

News Service **AP**
 Representative Hal Holman Co.
 President..... J. W. Autenrieth, Jr.
 Commercial Mgr..... William Holtzinger
 Chief Engineer..... Lester R. Rash

WJOB—Hammond—1928

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... South Shore Bcstg. Corp.
 Address 6405 Olcott
 Phone: Hilden 4-1230..... Air Time: Full Time
News Service **UP**
 Representative Rambeau
 Pres., Gen. Mgr..... R. C. Adair
 Program Director..... Gerald Mitchell
 Commercial Manager..... Joe File
 Sales Prom. Mgr..... Len Ellis
 Publicity Dir..... W. Spellbring
 Chief Engineer..... Jess Peters

WFBM—Indianapolis—1926
ABC-MBS

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned..... Cons. R & TV Brocstrs., Inc.
 Business-Studio Address... 1330 N. Meridian St.
 Phone: MEIrose 4-8521.... Air Time: Full Time
News Service **AP, INS**
 Representative **Katz**
 Transcription Service..... World
 Membership **NARTB, RAB**
 President..... Harry M. Bitner, Jr.
 Gen., Sta. Mgr..... William F. Kiley
 Comm. Mgr..... F. H. Small
 Prom. Mgr., Pub. Dir..... Bernard W. Carney
 Program Dir..... Michael Finn
 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... 2835 N. Illinois
 Phone: WA 4-2661..... Air Time: Full Time
News Service **AP, UP**
 Transcription Service..... **SESAC, Thesaurus**
 Representative John Blair
 Membership **NARTB, RAB**
 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
 Owned-Oper. By..... Indianapolis Bcstg., Inc.
 Business-Studio Add... 307 N. Pennsylvania St.
 Phone: Melrose 5-1541.... Air Time: Full Time
News Service **AP**
 Representative..... **Free & Peters**
 President..... Eugene C. Pulliam
 V. P., Gen. Mgr..... Willard C. Worcester
 Gen. Sales Manager..... Daniel C. Park

WISH—Indianapolis—1941
CBS

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: ME1rose 4-6411... Air Time: Full Time
News Service..... AP, UP
Transcription Service..... Thesaurus
Representative..... Bolling
Membership..... RAB, NARTB
President..... C. Bruce McConnell
Gen., Sta. Mgr..... Robert B. McConnell
Sales Prom. Mgr., Pub. Dir..... Jim Buck
Comm. Manager..... Robert Ohleyer
Prom. Mgr., Pub. Dir..... James A. Buck
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
Phone: 5-6494... Air Time: Daytime
Representative..... John Pearson Co.
Membership..... NARTB, RAB
President..... Lyman S. Ayres
V. P., General Manager..... Robert D. Enoch
Asst. Mgr..... Eugene Strack
Program Director..... G. A. Smith, Jr.
Chief Engineer..... Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By... Jasper on the Air Inc.
Address..... P. O. Box 167
Phone: 678... Air Time: Daytime
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..... Jim Young
Program Director..... Jim Williamson
Chief Engineer..... Peter Russo

WKTL—Kendallville—1955

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By..... Noble-DeKalb Bcstg. Co.
Address..... Box 47
Owner, Gen. Mgr.... Charles R. Palmquist, Jr.

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
Comm., Gen., Sta. Mgr..... John Carl 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..... Bonnie Rising
Chief Engineer..... Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By... La Porte County Bcstg. Co.
Address..... La Porte Savings Bank Bldg.
Phone: 3734... Air Time: Daytime
Sta. Rep..... McGillvra
News Service..... AP
President..... Hoyt H. Scott
Sta. Mgr..... James H. Shoemaker
Asst. Sta. Mgr..... L. B. Weller
Chief Engineer..... Harold Phipps

WBTO—Linton—1953

Frequency: 1600 Kw. Power: 500 Watts d.
Owned-Oper. By..... The Linton Bcstg. Co.
Address..... Hwy. 54

WSAL—Logansport—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
Transcription..... Standard
Membership..... NARTB, RAB
President..... Glenn L. Miller
General Manager..... Richard E. Jackson
Comm. Mgr..... Joseph A. Wiler
Program Director..... Ira McCormack
Publicity Dir..... Donald C. Neal
Chief Engineer..... Raymond A. Olson

WORX—Madison—1953—KBS

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By... WORX, Div. Electronic Labs
Address..... Telegraph Hill
Phone: 962... Air Time: Daytime
Representative..... Hil F. Best Co.
News Service..... UP
Transcriptions..... MacGregor, Standard
General Manager..... Herbert L. Arms

WBAT—Marion—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Marlon Radio Corp.
Business-Studio Address... 303½ S. Adams St.
News Service..... AP
Transcription Service..... Standard, World
Representative..... Best

Membership NARTB, RAB
 President John Ramp
 V. P., Gen. Mgr. William Fowler

WMRI—Marion—1955

Frequency: 860 Kc. Power: 250 Watts
 Owned Chronicle Publishing Co., Inc.
 Address Pennsylvania St.
 Phone: 5705. Air Time: Daytime
 News Service UP
 Transcription Service Thesaurus, Capitol
 General Manager Ken Kilmer
 Sales Manager Robert Fincannon

WIMS—Michigan City—1947

Freq.: 1420 Kc. Power: 1 Kw. d.; 500 Wts. n.
 Owned Northern Indiana Besters., Inc.
 Business-Studio Address Old Chicago Road
 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

WPCO—Mount Vernon—1955

Frequency: 1590 Kc. Power: 500 Watts
 Owned-Oper. By Mount Vernon Bcstg. Co.
 Air Time Daytime

WLBC—Muncie—1926—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tri City Radio Corp.
 Business Address Box 271
 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. Prom. Mgr. 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., Seles Prom. Mgr. Lynn Stephens
 Program Director Keith Reising
 Publicity Dir. Joe Gillum
 Chief Engineer Tom Allebrandi

WOCH—North Vernon—1955

Frequency: 1460 Kc. Power: 500 Watts
 Owned-Operated By Dorrell Ochs
 Address Box 46
 Phone: Fl 9-8421. Air Time: Daytime
 News Service AP
 Transcription Service SESAC, Associated
 Station Manager Don Edwards

WARU—Peru—1954
KBS

Frequency: 1600 Kc. Power: 500 Watts
 Owner Wabash-Peru Bcstg. Co.
 News Service AP
 Transcription Service Standard, Thesaurus
 President Dr. Wendell Hansen

WPGW—Portland—1950—KBS

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By Glenn West
 Address Box 608
 Phone: 1094. Air Time: Daytime
 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 McGilvra
 General Manager M. R. Lankford
 Program Director Stuart Lankford
 Commercial Mgr. D. T. Critchfield

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 AP
 Transcription Service Thesaurus, World
 Representative Robert Meeker
 Membership NARTB
 President Clarence Brown
 Gen., Sta. Mgr. Lester G. Spencer
 Comm., Sls. Roland L. Nusbaum
 Sales Prom. Mgr., Pub. Dir. C. L. Mitchell
 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
 Phone: 700. Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus, World
 Representative Hil F. Best
 Membership RAB
 Pres., Gen. Mgr. Don H. Martin
 Commercial Mgr. Gene Becker
 Sales Promotion Mgr. Boyd Smedley
 Pub. Dir. Barney Schocke
 Program Director Margaret Martin
 Chief Engineer Darrell Dixon

WJCD—Seymour—1949

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Dr. Azra C. Baker

Address.....1534 Ewing St.
General Manager.....Azra C. Baker

WNDU—South Bend—1944
ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Address.....Box 989
Phone: CE 3-7111.....Air Time: Full Time
News Service.....AP
Membership.....NARTB, RAB
Vice-President.....Bernard Barth
General Manager.....W. T. Hamilton
Commercial Mgr.....C. J. Pajakowski
Program Director.....Wm. Etherton
Sales Mgr.....W. T. Hamilton
Sales Prom. Mgr.....R. E. Laffoon
Chief Engineer.....George Smith

WJVA—South Bend—1947

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By Booth Radio & TV Sta., Inc.
Address.....Box 179
Representative.....Pearson
President.....John L. Booth
General Manager.....M. G. Creel
Program Director.....Jack Freeborn
Commercial Mgr.....Clay Salyer
Chief Engineer.....Stephen Grundtner, Jr.

WSBT—South Bend—1921
CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus-Studio Address.....223 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
Vice Pres.....Franklin D. Schurz
General Manager.....Neal B. Welch
Nat'l Sales Mgr.....Richard W. Holloway
Publicity Director.....Judd Cholier
Program Director.....Robert J. Drain
Chief Engineer.....Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By.....James R. Brewer
Phone Number.....740
News Service.....AP
Owner, Manager.....James R. Brewer

WBOW—Terre Haute—1927
NBC

Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address 303 S. Sixth St.
News Service.....UP

RepresentativeWeed
Phone: 5034.....Air Time: Full Time
President.....Alvin Eades
Comm., Gen., Sta. Mgr. . .William F. Rippetoe
Sales Prom. Manager.....Harry E. Frey
Program, Pub. Dir.....Ralph S. McHarque
Chief Engineer.....Howard Stewart

WTHI—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: Daytime
News Service.....UP
Transcription.....World
Representation.....Bolling Co., Inc.
Membership.....NARTB
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Station Mgr.....George A. Foulkes
Pub. Dir.....William Ewing
Chief Engineer.....Don Pettit

WAOV—Vincennes—1940
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Phone: 787.....Air Time: Full Time
Business Address.....Grand Hotel
News Service.....UP
Newspaper Affil.....Central Newspapers
Transcription Service.....World
Representative.....Free & Peters
President.....Eugene C. Pulliam
Gen. Mgr.....Howard N. Greenlee
Sales Mgr.....G. A. Bright
Program Director.....Lorraine Monnin
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address.....Times Building
Trans. Service.....Thesaurus, Capitol, Lang-
Worth, World
Station Manager.....C. Reuben Williams
Comm. Mgr.....William Mollenbeur

WAMW—Washington—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By..Washington Radio, Inc.
Address.....615 S.E. 11th St.
Phone: 1810.....Air Time: Daytime
Representatives.....Hil F. Best Co.
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Membership.....NARTB
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke

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
Gen., Sta. Mgr.: Arthur A. Skinner
Commercial Mgr.: Louis Grattenger
Program Director: Ruby Tullerson
News Director: Joe Kennedy

KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Nishna Valley Bcstg. Co.
Phone: 1717 Air Time: Daytime
Address: No. Olive St.
Transcription: World, Thesaurus
Membership: NARTB
News Service: AP
Pres. Gen., Sta. Mgr.: Franklin G. Miller
Commercial Mgr.: E. G. Faust
Sales Prom. Mgr., Prog. Dir.: R. Morrow
Publicity Dir.: Robert Einhaus
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
Membership: RAB
President: Gerard B. McDermott
General Mgr.: David H. Steinle
Comm. Mgr.: Marc Howard
Program Director: Richard Mosena
Chief Engineer: John Gallino

KCIM—Carroll—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Carroll Broadcasting Co.
Address: 520 N. Adams St.
Phone: 3586 Air Time: Full
Transcription Service: Thesaurus
News Service: AP
Representative: Pearson
Membership: NARTB
Gen., Sta. Mgr.: M. W. McPherson

Comm., Sls. Prcm. Mgr.: Leo R. Mayr
Chief Eng., Prog. Dir.: Eugene Reiff

KCRG—Cedar Rapids—1947
MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Oper. By: Cedar Rapids TV Co.
Address: 1st Ave., S.W.
Phone: 4-4194 Air Time: Full Time
Newspaper Affil.: Gazette
Transcription Service: Standard
Representative: Everett McKinney
Membership: NARTB
President: Joseph F. Hladky, Jr.
Sta., Comm. Mgr.: W. S. Patterson
Program Director: Ralph D. Willey
Prom. & Pub. Mgr.: Edna Herbst
Chief Engineer: Carl Rollert

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Cedar Rapids Bcstg.
Business Address: 211 1st St., S.W.
Phone: 3-8265 Air Time: Full
News Service: UP
Gen., Sta. Mgr.: James I. Mitchell
Comm. Mgr.: K. C. Delp
Program Director: Ronald R. Barkley
Chief Engineer: Wayne C. Cornils

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 Serv.: Thesaurus, World, Standard
Representative: Katz
Membership: NARTB, RAB
President: William B. Dolph
General Manager: William B. Quarton
Sales Manager: Lew Van Nostrand
Promotion Mgr.: Jim Bowermaster
Program Manager: Bruce Anderson
Chief Engineer: George Hixenbaugh

KCOG—Centerville—1949
MBS

Frequency: 1400 Kc. Power: 100 Watts
Owned-Oper. By: Hiawatha Bcstg. Corp.
Address: 1910 South Main St.
Phones: 131, 407 Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: McGillvra
Membership: RAB
General Manager: 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.....300½ N. Main St.
 Phone: 787.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Pres., Gen. Mgr., Chief Eng. Ralph A. Pettit, Jr.
 Sta., Comm., Sls. Prom. Mgr. Vern Bromberg

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, Lang-Worth
 Representative.....Best
 Membership.....NARTB
 Pres., Gen., Sta., Sales, Prog. Dir. C. Reznikov
 Commercial Mgr. Robert Lanxon
 Chief Engineer.....Sterling H. Heil

**KROS—Clinton—1941
 MBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clinton Bdcstg Corp.
 Address.....246 Fifth Avenue South
 Phone: 448.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB, RAB
 General Manager.....B. M. Jacobson
 Local Sls. Mgr. Darline Gordon

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.....UP
 Newspaper Afil.....New 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 Prom., Pub. Marjorie W. Morris
 Program Director.....R. M. Hallgren

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
 Membership.....NARTB
 Representative.....Pearson
 President.....Arden D. McKee
 Gen., Sta., Comm. Mgr. E. M. Horning
 Prog., Pub. Dir. J. R. Mills
 Chief Engineer.....Leo Ankeny

KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 250 Watts d.

Owned-Operated By.....L. L. & D. R. Gould
 Address.....415 Perry St.
 Phone: 6-4407.....Air Time: Daytime
 Transcription Service.....Lang-Worth
 Station Representative.....McGillvra
 Membership.....NARTB
 President.....Lester L. Gould
 Sls. Prom. Mgr. Doris Hanner
 Prog., Pub. Dir. Bill Greener
 Chief Engineer.....Francis B. Shawver

**KSTT—Davenport—1946
 MBS**

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By.....Quint Cities Bcstg. Co.
 Address.....310 Harrison St.
 Phone: 6-2541.....Air Time: Full Time
 Representative.....Walker Co.
 Pres., Gen. Mgr. Frederick Epstein
 Prog. Dir., Chief Eng. 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
 Vice-Pres.....Ralph Evans

KFMA
1580 KC

QUINT CITIES ONLY
MUSIC AND NEWS STATION

KFMA
Member NARTB

**A GOOD STATION IN ONE OF THE
 NATION'S BEST MARKETS**

"THE STATION WITH A SMILE — AT THE TOP OF THE DIAL"

LESTER L. GOULD
Pres. & Gen. Mgr.

JOSEPH HERSHEY
National Representative
McGILLVRA, INC.

Station Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger

KDEC—Decorah—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address...308½ W. Water St.
Phone: 1240.....Air Time: Full Time
News Service.....AP
Membership.....NARTB
Representative.....Pearson
Pres., Gen. Mgr., Prog. Dir.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Chief Engineer.....Arnie Zaruba

KCBC—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
General Manager.....Rollo H. Bergeson
Commercial Manager.....Claire E. Grant
Sales Prom. Mgr.....Don Purdy

KIOA—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
Representative.....H-R Reps.
Membership.....RAB, NARTB
President.....Don Searle
General Mgr.....Joe Rohrer
Exec. V. P.....Rex Lathen
Program Director.....Joe Phillipson
Chief Engineer.....U. L. Lynch

KRNT—Des Moines—1935
CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business Address.....9th & Pleasant Sts.
Phone: 3-2111.....Air Time: Full Time
Newspaper Affiliation.....Register-Tribune
Air Time.....Full Time
News Service.....AP, UP
Station Representative.....Katz
Membership.....NARTB, RAB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Director of Promotions.....Joe Hudgens
Program Director.....Dick Covey
Sls. Prom. Mgr., Pub. Dir.....Graham Jeambey
Chief Engineer.....Charles Quentln

KSO—Des Moines—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....KSO Inc.
Address.....1910 Ingersoll Ave.
Phone: 3-0571.....Air Time: Full Time

News Service.....INS
Transcription Service.....Capitol
Representative.....Avery-Knodel
President.....Lyman S. Ayres
General Manager.....Raymond W. Baker
Commercial Mgr.....Gene Shumate
Program Director.....Lee R. Lemon
Chief Engineer.....F. E. Bartlett

KWDM—Des Moines—1948
MBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Des Moines Bcstg. Corp.
Business-Studio Address...419½ Locust
Phone: 2-8363.....Air Time: Full Time
News Service.....INS
Pres., Comm. Mg.....George W. Webber
General Manager.....Robert L. Webber
Program Director.....Edith L. Webber
Sales Prom. Mgr.....Les Gates
Chief Engineer.....Werner Schwarz

WHO—Des Moines—1924
NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcsta. Co.
Address.....1100 Walnut St.
Phone: Atlantic 8-6511.....Air Time: Full Time
News Service.....AP, INS, UP
Trans. Service.....Thesaurus, SESAC
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 Korrigan
Production Director.....Cecil C. Huntzinger
News Bureau Manager.....Jack D. Shelley
Chief Engineer.....Reed E. Snyder

KDTH—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, RAB
President.....Fred Woodward
General Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....George Freund
Publicity Director.....Gordon Kilgore
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
 Representative.....Robert Meeker
 Membership.....NARTB
 General Manager.....James R. King

KLIL—Estherville—1952
ABC-KBS

Frequency: 1340 Kc.....Power: 100 Watts
 Owned.....Estherville Bcstg. Corp.
 Address.....1151 Plymouth Bldg.
 Phone: 1800.....Air Time: Full Time
News Service.....AP
 Trans. Service.....SESAC, World, Lang-Worth
 Membership.....NARTB
 Pres., Gen. Mgr.....William E. Schons
 Commercial Mgr.....Jack Turnbull
 Gen. Sls. Mgr.....Ken Peterson

KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
 Owned-Oper. By.....Hiawatha Bcstg. Co.
 Address.....Hy. 34
 Phone: 345.....Air Time: Daytime
 Trans. Service.....Thesaurus, World, Keystone
 Representative.....McGillvra
News Service.....AP
 President.....S. A. Chesely
 Station Mgr.....Ray Hatley
 Commercial Mgr.....Don Piekens

KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....Warden Bldg.
 Phone: 4-0351.....Air Time: Full Time
News Service.....UP, INS
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB
 President Gen., Sta., Mgr.....Edward Breen
 Commercial Manager.....Max E. Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Publicity Dir.....Robert Brown
 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
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....Greg Rouleau
 Commercial Mgr.....Paul Oye
 Prog. 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: 8-1181.....Air Time: Daytime
News Service.....AP
 Trans. Service.....World
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Scott Swisher
 General Sta. Mgr.....Gene Clausen
 Commercial Mgr.....F. M. Broders
 Program Dir.....Robert Hutchison
 Sales Prom. Mgr.....Gene Chussen
 Chief Engineer.....Elliott Full

KOKX—Keokuk—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
 Owned-Operated By.....Keokuk Bcstg. Co.
 Address.....500 Main St.
 Phone: 235.....Air Time: Full Time
News Service.....AP
 Transcription.....World, Capitol
 Membership.....NARTB
 President.....H. W. Stadler
 General Manager.....Gary E. Schroeder

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
 Transcription.....Thesaurus
 Membership.....NARTB
 Manager.....Robert McKune
 Assistant Manager.....Robert Coddington

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
 Operated By.....Marshall Electric Co.
 Address.....133 E. Main St.
 Phone: 3361.....Air Time: Full Time
News Service.....AP
 Newspaper Affil.....Times-Republican
 Transcription.....Thesaurus
 Membership.....NARTB, RAB
 Representative.....Pearson
 President.....John W. Norris
 General Mgr.....Paul G. Norris Jr.
 Station Comm. Mgr.....William P. White
 Sales Prom. Mgr.....William C. Doll
 Program, Pub. Dir.....Dale Smith
 Chief Engineer.....Herbert Anderson

KGLO—Mason City—1937
CBS

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Radio, Inc.
 Bus.-Studio Address.....2nd & Pennsylvania
 Phone: 2800.....Air Time: Full Time
News Service.....AP, UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB
 President.....Lee P. Loomis
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
 Comm. Mgr.....Lloyd D. Loers
 Sales Prom., Pub. Dir.....Donald Harrer
 Program Director.....Bob Clausen
 Chief Engineer.....Roger E. Sawyer

KRIB—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
Sales Prom., Prog., Pub. Dir. Nancy Kelly
Chief Engineer James Lathrop

KSMN—Mason City—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By Mohawk Bcstg. Co.
Business-Studio Address Weir Bldg.
Phone: 5420 Air Time: Day
Transcription Associated
Membership NARTB
News Service UP
Station Rep. Lawson, Holman, Devney
Pres., Gen. Mgr. Robert M. Carson

KWPC—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 NARTB, RAB
Comm., Gen., Sta. Mgr. George J. Volger
Program Director Robert Doan
Chief Engineer Lee McKee

KCOB—Newton—1955

Frequency: 1280 Kc. Power: 500 W. d.
Owned-Operated Newton Broadcasting Co.
Address Newton
Phone: 2100 Air Time: Day
News Service AP
Transcription World
General Manager John J. Brandt

KOEL—Oelwein—1950

Frequency: 950 Kc. Power: 500 Watts
Owned-Oper. By Northeast Iowa Radio Corp.
Address 109 S. Frederick
Phone: 120 Air Time: Full Time
Representative Pearson
Transcription Service Thesaurus, World
News Service INS, UP
Membership NARTB, RAB
President C. W. Crahan
Gen., Sta. Mgr. W. J. Teich
Comm., Prom. Mgr. Donald McKee
Prog. Dir. Robert Zimmerman
Publicity Director Len Bjella
Chief Engineer Burt Murphy

KBOE—Oskaloosa—1950

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Oskaloosa Bcstg. Co.

Address Box 518
Phone: ORchard 3-3493 Air Time: Day
Transcription Service Standard
News Service AP
Representative Pearson
Membership NARTB
President E. G. Wenrick
Gen., Sta. Comm. Mgr. Glen Stanley
Program Director Lew Hudson
Sls. Prom. Mgr. Fred Chapman
Chief Engineer Robert W. Moore

KBIZ—Ottumwa—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KBIZ, Inc.
Address 209 E. Second St.
Phone: MU 2-4535-36-37 Air Time: Full Time
News Service AP
Transcription Service World
Membership NARTB, RAB
President, General Mgr. James J. Conroy
Station, Comm. Mgr. Alice E. Fisher
Program Director Woody Hirsch
Chief Engineer Loyd Hanson

KLEE—Ottumwa—1954

Frequency: 1480 Kc. Power: 500 Watts
Owner Mid-America Bcstg. Co.
Address 425 West 2nd St.
Phone: MUrray 4-5425 Air Time: Full Time
News Service UP
Transcription Thesaurus
Representative Devney

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For Clear, Comprehensive
Coverage . . .*

AP

**FOR
RADIO and TELEVISION**

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

MembershipNARTB
 President, Gen. Mgr.....David M. Segal
 Station Manager.....Monty Moncrieff
 Commercial Mgr.....Keith Johnson
 Program Dir.....Jim Price
 Chief Engineer.....Ted Porter

KFNF—Shenandoah—1924
MBS

Freq.: 920 Kc...Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By.....Capital Bcstg. Co.
 AddressShenandoah
 Phone: 1302.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World, SESAC
 RepresentativePearson
 MembershipNARTB
 Sta., Gen., Comm. Mgr.....C. Earl Williams
 Publicity Director.....Duane Modion
 Program Director.....Earl Blakesley
 Chief Engineer.....Franz Cherny

KMA—Shenandoah—1925
ABC

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Phone: 192.....Air Time: Full Time
 Transcription Service.....SESAC
 RepresentativeEdward Petry
 MembershipNARTB
 President.....Edward W. May
 Gen. Mgr., Exec. V.P.....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

KMNS—Sioux City—1949

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Siouxland Bcstg. Co.
 Address620 Insurance Exchange Bldg.
 Phone: 8-0628.....Air Time: Full Time
 RepresentativePearson
 President.....Wm. F. Johns, Jr.
 General Mgr.....R. J. Flynn
 Program Director.....Donald Frost
 Prog. Dir., Chief Eng.....Philip Maher

KSCJ—Sioux City—1927
ABC

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address.....415 Douglas St.
 Phone: 5-7993.....Air Time: Full
 News Service.....AP
 Trans. Service.....World, Cole, Lang-Worth
 Representative.....George P. Hollingbery
 MembershipNARTB
 President.....W. R. Perkins
 Manager.....E. T. Flaherty

KTRI—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
 Representative..Venard, Rintoul & McConnell
 Station Manager.....H. W. Cassill

KICD—Spencer—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
 AddressHighway 71 North
 Phone: 1240.....Air Time: Full
 News Service.....AP
 Trans. Serv., Thesaurus, Standard, Associated
 RepresentativePearson
 MembershipRAB, NARTB
 Pres., Gen. Mgr.....Ben B. Sanders
 V. P., Program Director.....Mason Dixon

KAYL—Storm Lake—1948

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By...Cornbell Bcstg. Co.
 AddressPark Building
 Phone: 1490-1.....Air Time: Daytime
 TranscriptionWorld, Standard
 News Service.....AP
 MembershipNARTB, RAB
 President, Bus. Mgr.....O. J. Grau
 General Manager.....P. R. Benson

KWWL—Waterloo—1947
MBS

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By ..Black Hawk Bdcstg Co.
 AddressHotel Russell Lamson
 Phone: Adams 4404.....Air Time: Full Time
 News Service.....AP
 RepresentativeAvery-Knoedel, Inc.
 MembershipNARTB, RAB
 Pres., Gen. Sta. Mgr.Ralph J. McElroy
 Commercial Manager.....Donald E. Inman
 Sls. Prom. Mgr., Pub. Dir.....Julia Manz
 Program Manager.....Warren Mead
 Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942
ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 AddressHighway 20 East
 Phone: AD 3-3372.....Air Time: Full Time
 RepresentativeBolling
 President.....Egmond Sonderling
 Station, Comm. Mgr.....Alan Henry
 Sales Prom., Pub. Dir.....Al Laval
 Chief Engineer.....Don E. Kassner

KJFJ—Webster City—1950
KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Land O'Corn Bcstg. Co.
 AddressEast H'way 20
 Phone: 1500.....Air Time: Daytime
 News ServiceAP
 PresidentCharles V. Warren
 General Manager.....Ray Malmberg

KSOK—Arkansas City—1947
KBS

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.
Owned-Oper. By The KSOK Bdstg. Co.
Address Box 455
Phone: 2666 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
V. P., General Manager S. C. Thompson

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 & Ayer
Membership NARTB
Transcription Service Standard
Co-Owners J. M. Griffith, Paul H. Buenning
Program Director Ed Arthur
Chief Engineer L. H. Winegardner

KCRB—Chanute—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By Cecil W. Roberts
Address Beach & Blumber
Phone: 107 Air Time: Daytime
News Service AP
Representative Best
President Cecil W. Roberts
Gen. Mgr., Chief Engr. D. W. Hoisington
Comm., Sls., Prom. Mgr. Fay Clopine
Program Director Paula Hoisington

KGGF—Coffeyville—1930
ABC

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By The Midwest Bdstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone: 1843-4 Air Time: Full Time
News Service AP
Representative Pearson
Transcription Service World
Membership NARTB
President Richard M. Seaton
Gen., Sta., Sales Prom. Mgr., Pub. Dir. R. Pratt
Commercial Manager E. B. Spoonamore
Program Dir. Richard S. Embody
Chief Engineer J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned Town & Farm Co., Inc.
Address Grand Island, Neb.
Phone: 703 Air Time: Daytime
News Service UP
Rep. H.R. Reps.
Membership NARTB, RAB
President Don Searle
Exec. V.P. William A. Martin
Sta., Comm. Mgr. Ed Mason

Promotion Manager Fay Karlin
Chief Engineer V. L. Lynch

KFRM—Concordia—1947
ABC

Frequency: 550 Kc. Power: 5000 Watts d.
Owned-Oper. By KMBC Bdstg. Co.
Address KMBC Bldg., Kans. City, Mo.
Phone: Harrison 2650 Air Time: Daytime
Representative Free & Peters
Membership NARTB, RAB
1st V. P. & Prog. Chmn. Don Davis
V. P., Gen. Mgr. J. T. Schilling
V. P., Sls. Mgr. G. T. Higgins
Director of Radio Dick Smith

KNCK—Concordia—1954
KBS

Frequency: 1390 Kc. Power: 500 Watts
Owned General Bdstg. Co., Inc.
Phone: 1414 Air Time: Daytime
News Service UP
Pres., Gen. Mgr. W. F. Danenbarger
Sales Mgr. Oscar W. Allen
Chief Engineer Gene Shrouf

KGNO—Dodge City—1930
MBS

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By Dodge City Bdstg. Co.
Business Address 705 Second St.
Phone: HU 3-3151 Air Time: Full Time
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Representative Arthur H. Hagg Assoc.
Membership NARTB, RAB
President J. C. Denious, Jr.
Station Mgr. W. Elliott
Program Director Herschel Holland

KBTO—El Dorado—1953

Frequency: 1360 Kw. Power: 500 Watts d.
Owned-Oper. By El Dorado Bdstg. Co.
Address 205½ S. Main
Phone: 3480 Air Time: Daytime
Station Rep. Indie
News Service AP
Representative Indie Sales
Trans. Service Standard
Owner O. A. Tedrick
General Manager Jim Platt
Sales Prom. Mgr. Chuck Nicholas
Chief Engineer Jay H. Williams

KVOE—Emporia—1939
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Lyon Cty. Bdstg. Co., Inc.
Address Broadview Hotel
Phone: 153 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Membership NARTB

Representative Gill-Perna
 Pres., Gen. Mgr. Sherwood R. Parks
 Sales Manager Richard Fraley
 Sls. Prom. Mgr. Walter Conway
 Publicity Dir. James Umland
 Program Director Shirley Musgrave
 Chief Engineer Everett Thompkins

KMDO—Fort Scott—1954
KBS

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By Ft. Scott Bcstg. Co.
 Address Ft. Scott
 Phone: 2545 Air Time: Daytime
 General Mgr. L. C. McKenney
 Station Mgr. Jim McKenney

KNCO—Garden City—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ark Valley Bcstg. Co., Inc.
 Business-Studio Address 247
 Phone: 3041 Air Time: Daytime
 News Service UP
 Transcription Service SESAC
 Representative Continental Radio Sales
 Membership NARTB, RAB
 President Ellsworth Sherman
 General Sta. Mgr. Bob Emery
 Commercial Mgr. Jim Austin
 Program Director Wilma Goulding
 Publicity Director John Lambert
 Chief Engineer Mike Sterling

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
 Representative Hal Holman
 Transcription Service World. Thesaurus
 Membership NARTB, RAB
 General Mgr. Robert Wells
 Sales Mgr. Joe Weddle

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
 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 2007 17th St.
 Phone: 4317 Air Time: Full Time
 Transcription Service Thesaurus, World
 Representative John E. Pearson
 Membership NARTB, RAB
 V.P., Gen. Sta. Mgr. Grover C. Cobb
 Asst. Mgr. Robert O. Hilgendorf
 Commercial Mgr. Dale W. McCoy Jr.

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
 President Frank Motz
 Gen., Sta., Comm. Mgr. Bob Schmidt
 Program Director Kay Melia
 Publicity Director Don Treu
 Promotion Manager Bud Ryan
 Chief Engineer Glen Barnett

KWBW—Hutchinson—1935
NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Nation's Center Bcstg. Co.
 Business-Studio Address 17th & Harding
 Phone: 24486 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Venard, Rintoul & McConnell
 Membership NARTB
 President Bess Marsh Rickard
 General Manager J. W. Powell
 Program Director Bill Scott

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: 3100 Air Time: Full Time
 Representative Everett-McKinney
 General Manager Vern Minor

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

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
 Membership NARTB
 News Service AP
 Representative Indie Sales
 Transcription Service World
 Pres., Gen. Mgr. R. L. Weir, Jr.
 Program Director Bruce Karns

KCKN—Kansas City—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg. Co.
 Business Address.....300 Wallowater Bldg.
 Phone: Victor 2-3864. Air Time: Full Time
 Transcription Service.....Lang-Worth, Standard
 Membership.....NARTB, RAB
 Representative.....Capper Publications
 General Manager.....Joe Story

KLWN—Lawrence—1951

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Operated By.....Lawrence Bcstrs. Inc.
 Phone: 3-1320. Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....Indie Sales
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Arden Booth
 Comm. Mgr.....Tom Beal
 Program Director.....Bill Drake
 Chief Engineer.....Earl Sundbye

KCLO—Leavenworth—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Radio Station KCLO
 Address.....Route 2
 Phone: 3620. Air Time: Daytime
 News Service.....UP
 Representative.....Hil F. Best
 Owner.....Cecil W. Roberts
 General Mgr.....John F. Spahr
 Sales Mgr.....A. F. Moretti, Sr.
 Program Dir.....A. Moretti, Jr.
 Chief Engineer.....Leo E. Phillips

KSCB—Liberal—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Seward County Bcstg. Co.
 Business Address.....P. O. Box 311
 Phone: Main 4-3891. Air Time: Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NARTB, RAB
 President.....All M. Landon
 Gen., Sta. 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.....Mercury
 News Service.....AP
 Transcription.....World
 Membership.....NARTB
 President.....Fred A. Seaton
 Gen., Sta. Manager.....Lowell E. Jack
 Commercial Mgr.....Paulson E. Leighton
 Chief Engineer.....Herbert P. Lavin

KNEX—McPherson—1949

KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By.....K. R. Krehbiel
 Address.....Box 186
 Phone: 1540. Air Time: Daytime
 News Service.....AP
 Membership.....RAB
 General Manager.....Henry Dais

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
 Owner, Gen. Mgr.....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 Service.....UP
 Membership.....RAB
 Transcription Service.....World
 Co-Owners.....Roderick B. Cupp, E. W. Cupp
 Commercial Mgr.....T. F. Ruble
 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

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
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....E. V. Baxter
 Commercial Mgr.....W. Stout
 Sales Prom. Mgr.....Paul Hudson
 Program Director.....Frank Smith
 Chief Engineer.....Leo Stafford

KSEK—Pittsburg—1947

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 Service.....AP
 Membership.....NARTB
 Newspaper Affil.....Headlight & Son
 Representative.....Cooke
 President.....O. S. Stauffer
 General Manager.....Thad M. Sandstrom

KWSK—Pratt—1952—KBS

Frequency: 1570 Kc. Power: 250 Watts
 Owned Clem Morgan
 Address 207½-209½ S. Main
 Phone: 1570-1 Air Time: Daytime
 Station, Comm. Mgr. Clem Morgan
 Sales Prom. Mgr. David L. Tucker
 Program Director F. Morgan
 Chief Engineer Lyle Fick

KSAL—Salina—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address 7th & Ikon Sts.
 Phone: 3701 Air Time: Full
 Representative John E. Pearson
 Membership NARTB, RAB
 President R. J. Laubengayer
 Station Mgr. R. V. Jensen

KJAY—Topeka—1949

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone: 3-1336 Air Time: Full Time
 Representative McGillvra
 President, Gen., Comm. Mgr. Robert Rohrs
 Station Manager Wayne J. Hatchett
 Sales Prom. Mgr. Joe Purcell
 Program Director Roy Vernon
 Publicity Director Grace Hatchett

KTOP—Topeka—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address R. R. #6
 Phone: 4-3444 Air Time: Full Time
 Pres., Gen., Sta. Mgr., Pub. Dir. C. B. Axton
 Comm., Sls. Prom. Mgr. Charles G. Anderson
 Program Director Charles Christian
 Chief Engineer Lee Born

WIBW—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
 Station Rep. Capper Pubs., Inc.
 President H. S. Blake
 General-Station Manager Ben Ludy
 Asst. Mgr., Chief Engr. Lewis Dickensheets
 Sales Mgr. Hilton Hodges
 Studio Mgr. Art Holbrook
 Publicity Director Vic Boutwell

WREN—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 Pearson
 Membership NARTB, RAB
 President Alf M. Landon
 General Manager Max G. Falkenstien

Commercial Manager Gerald K. Barker
 Program Manager Bob Richmond
 Chief Engineer Rea Bowman

KAKE—Wichita—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Bus.-Studio Address 1500 North West Street
 Phone: WH 3-4221 Air Time: Full Time
 Representative McGillvra
 President Mark H. Adams
 Gen., Sta. Mgr., Pub. Dir. Graeme Fletcher
 Commercial Mgr. Roger Pepperd
 Chief Engineer Ira E. Courtney

KANS—Wichita—1936—NBC

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By K. Brown, F. Lynch
 Business-Studio Address 1015 N. Broadway
 Phone: HO 4-2387 Air Time: Full Time
 Representative Pearson
 President O. L. Ted Taylor
 General Manager Archie J. Taylor
 Sales Prom. Mgr. L. F. Heithecker
 Program Director Dave Wilson
 Chief Engineer Ted Heithecker

KFBI—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
 Representative Avery-Knodel
 General Manager Hale Bondurant
 Program Dir. George Wells
 Chief Engineer K. W. Pyle

KFH—Wichita—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone: 2-4491 Air Time: Full Time
 Newspaper Affiliation "Eagle"
 News Service AP
 Representative Blair
 Membership NARTB
 President John Rigby
 Exec. V.P. M. M. Murdock
 V.P., Gen. Mgr. T. P. Bshaw
 Program Supv. Donald Anderson
 Sales Prom. Mgr. Russell Lowe
 Chief Engineer Virgil Hinshaw

KWBB—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

WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Air Trails Network
Address 120 20th Street
Phone: EAst 4-6111 Air Time: Full Time
News Service UP
Trans. Service World
Representative H.R. Repp
President Charles Sawyer
Exec. Vice-President J. P. Williams
Vice Pres. Alex Buchan
Sta. Mgr. W. R. Martin
Prog., Pub. Dir., Prom. Mgr. J. B. Sowards
Chief Engineer Robert L. Gillmore

WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5 Kw.
Owned WTCR, Inc.
Address Box 848
Phone: CAlettsburg 661 Air Time: Daytime
News Service AP
Station Representative Thomas F. Clark Co.
President Connie B. Gay
Gen. Mgr., Prog. Dir. Donald J. Tucker
Sta., Sls. Prom. Mgr. James E. Oakes
Commercial Manager Richard J. Dunne
Chief Engineer Stephen Hart

WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Brown Radio & TV Co.
Address 109 Sycamore St.
Pres., Gen. Mgr. Dwight L. Brown

WBRT—Bardstown—1955 KBS

Frequency: 1320 Kc. Power: 1000 W. d.
Owner Bardstown Bcstg.
Address P. O. Box No. 1
Phone: 3943 Air Time: Daytime
News Service AP
Transcription Thesaurus
President Andy Anderson
General Sta. Mgr. T. E. Skinner
Commercial Mgr. Felice Perew
Program Dir. Jack Emerson

WCBL—Benton—1954—KBS

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Oper. By Purchase Bcstg. Co.
Phone: 2581 Air Time: Daytime
President J. Shelby McCallum
Manager James M. Pasteur

WKCT—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: Victor 3-4325 Air Time: Full Time
Newspaper Affiliation Park City Daily News
Transcription Service Thesaurus

Representative Pearson
Membership NARTB
President J. Ray Gaines
Sales Mgr., Pub. Dir. Al Temple
Comm. Mgr. Jeff Wright
Program Director T. J. Eversole
Chief Engineer Haro Durham

WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Bowling Green Bcstg. Co.
Address 901 Fairview
Phone: Victor 3-3212 Air Time: Full Time
Representative Burn-Smith
Membership NARTB
Pres., Gen. Mgr. Ken D. Given

WLCK—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Taylor Bcstg. Co.
Address Box 248
Phone: 380 Air Time: Full Time
News Service UP
Transcription Service Cole
Representative Best
Pres., Gen. Mgr. Redman Turner
Commercial Manager Lindsey Harden
Program Director Tommie Kerr
Chief Engineer James B. Crawley

WTCO—Campbellsville—1948

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By S. Cen. Ky. Bcstg. Co.
Business-Studio Address Lebanon Rd.
Phone: 250 Air Time: Daytime
Manager Clifford Spurlock

WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts
Owner Central City, Greenville Bcstg. Co.
Address 110 North First St.
Phone: 818 Air Time: Daytime
Newspaper Affil. Messenger, Times-Argus
News Service UP
Transcription SESAC
Commercial Mgr. Bobby Anderson
Program Dir. Johnny Tooley
Chief Engineer Conway Smith

WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts
Owner Muhlenberg Bcstg. Corp.
Address Box 325
Phone: 1000 Air Time: Daytime
Transcription World
President Andy Anderson
Gen., Mgr. Ronald L. Beane
Promotion Mgr. Dean Harden

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, World
Pres., Sta., Gen. Mgr..... S. C. Bybee
Program Director..... Oris Gowen
Comm., Prom. Mgr., Pub. Dir..... 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: 1071..... Air Time: Full Time
News Service AP
Newspaper Affil..... Corbin Times-Tribune
Transcription Service World
President..... J. Springer Robinson
General Manager..... John L. Crawford
Station Manager, Prog. Dir..... Kenneth Turner
Commercial, Sls. Prom. Mgr..... 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 UP
Membership NARTE, RAB
Pres., Gen. Mgr..... A. thur L. Eilerman
Sta. Mgr., Prog. Dir..... Walter Rehbaum

WCPM—Cumberland—1951
MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Blanfox Radio Co.
Address..... Harlan, Ky.
Phone: 625..... Air Time: Full Time
Trans. Service World
Station Rep..... Burn Smith
President, Gen. Mgr..... R. B. Helms
Sta., Comm. Mgr..... E. F. Shadburne
Program Director..... Art Grunewald
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 632
Phone: DANville 1230..... Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative..... Hal Holman Co.
Membership NARTE, RAB
Pres., Comm. Mgr..... W. T. Isaac
V., Pgm. Dir..... David B. Highbaugh
Chief Engineer..... Henry C. Lovell

WIEL—Elizabethtown—1950

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By.... Elizabethtown Bcstg. Co.
Phone: 5151..... Air Time: Full Time
Transcription Service Thesaurus
Station Representative..... Hil Best
News Service UP
Membership NARTB
President..... J. W. Hodges
General Manager..... Dee Huddleston
Commercial Mgr..... Calvin Skaggs
Program Director..... Thomas A. Maples
Chief Engineer..... Thomas Moore Baldwin

WFKY—Frankfort—1946
MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By.... Frankfort Bcstg. Co.
Address..... Kentucky Ave. Extended
Phone: 48281..... Air Time: Full Time
News Service UP
Transcription Service..... Thesaurus
Representative Burn-Smith
Pres., Gen. Mgr..... Ken Hart
Commercial Mgr..... Bud McClain
Chief Engineer..... Wally Roach

WFKN—Franklin—1954
KBS

Frequency: 1220 Kc..... Power: 250 Watts
Owned..... Franklin Bcstg. Co.
Address..... 103 N. High St.
Phone: 33, 170..... Air Time: Daytime
Representative Hil F. Best Co.
News Service AP
General Manager..... L. L. Valentine
Commercial Mgr..... A. W. Kockritz, Jr.

WFUL—Fulton—1951

Frequency: 1270 Kc..... Power: 1000 Watts d.
Owned-Operated By.... Ken-Tenn Bcstg. Corp.
Address Hwy. 166
Phone: 1270..... Air Time: Daytime
News Service UP
Station Representative..... Hil Best
Membership NARTB
Transcription Service Thesaurus
President..... Warren L. Moxley
Comm. Mgr..... J. O. Lewis
Sta. Mgr..... Louis C. Wrather
Prog. Dir..... Al West

WKAY—Glasgow—1946—KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By.... Glasgow Bcstg. Co., Inc.
Phone: Olive 1-2141..... Air Time: Full Time
News Service UP
Transcription Service..... World, Standard
Membership NARTB
President..... Jack Pedigo
Gen., Sta., Comm. Mgr..... Clovis Sadler
Sales Prom. Mgr..... J. M. Barrick
Publicity Director..... Moena E. Sadler
Program Director..... Caroline Biggers

WHLN—Harlan—1941
MBS-KBS

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By... Blanford Radio Co., Inc.
Address... Harlan
Phone: 625... Air Time: Full Time
News Service... UP
Transcription Service... World
Representative... Burn-Smith
Membership... NARTB
President, Gen. Sta. Mgr... R. B. Helms
Program Director... Jack McCoy
Comm., Sales Prom. Mgr... J. T. Morgan
Chief Engineer... J. Francke Fox

WHBN—Harrodsburg—1955

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Pioneer Broadcasting Co.
Address... Bx 246
Air Time... Daytime
News Service... UP
General Manager... Bernie Tracy
Commercial Manager... W. J. "Bill" Yeakle
Prod., Prom. Mgr. John Alexander, Bernie Tracy

WKIC—Hazard—1947
MBS-KBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By... BMG Bcstg. Corp.
Address... Peoples Bank Building
Phone: 720... Air Time: Daytime
News Service... UP
Transcription Service... World
Representative... Hil F. Best
Newspaper Affil... Hazard Herald
President... Fred B. Bullard
Gen. Mgr., Pub. Dir... Charles W. Metcalf
Chief Engineer... Harold Logan
Prog. Dir... Norma Strong
Comm. Manager... Bob Mansfield

WSON—Henderson—1941
MBS

Frequency: 860 Kc. Power: 500 Watts d.
Owned-Oper. By... Henderson Bcstg. Co., Inc.
Bus-Studio Address... 121 No. Main St.
Phone: 3923... Air Time: Daytime
News Service... UP
Transcription Service... World
Membership... NARTB
Pres., Gen., Sta. Mgr... Hecht S. Lackey
Sales Prom., Comm. Mgr... Ewing Graham
Program, Pub. Dir... Martin E. Schaeffer
Chief Engineer... Doris E. Gibson

WHOP—Hopkinsville—1940
CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Hopkinsville Bcstg. Co., Inc.
Phone: TU 5-5331... Air Time: Full Time
Address... 1102 So. Virginic. St.
News Service... UP
Transcription Service... World
Membership... NARTB, RAB

Pres., Gen., Sta. Mgr... F. E. Lackey
Comm., Sales Prom. Mgr... Katherine Peden
Program Director... Margaret Wyatt
Publicity Director... Mary Ruth Long
Chief Engineer... Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc. Power: 1000 Watts
Owner... Pennyrite Bcstg. Co.
Address... 808 1/2 South Main St.
Phone: Tuxedo 6-1204... Air Time: Daytime
Newspaper Affil... Kentucky New Era
News Service... AP
Transcription... Standard
Membership... NARTB
Pres., Gen. Sta. Mgr... Charles W. Stratton
Commercial Mgr... Marie Horte
Sales Prom., Prog. Dir... Don Ritter
Chief Engineer... Walter Wilson

WLBN—Lebanon—1954

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned... Lebanon-Springfield Bcstg. Co.
Address... P. O. Box 647
Phone: 486... Air Time: Daytime
News Service... AP
Comm. Mgr... Charles Shuffett
Chief Engineer... C. H. Hulse, Jr.

WLAP—Lexington—1922
ABC

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned By... American Bcstg. Corp. (Not ABC)
Business-Studio Address... Radio Bldg.
Phone: 3-2727... Air Time: Full Time
News Service... UP
Transcription Service... World
Representative... John E. Pearson
Membership... NARTB, RAB
Pres., Gen. Mgr... Gilmore N. Nunn
Sales Prom. Mgr., Prog., Pub. Dir... Jack Brooks
Commercial Mgr... Miller Welch
Chief Engineer... Henry C. Locklar

WLEX—Lexington—1946

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Central Ky. Bcstg. Co.
Address... 134 N. Limestone St.
Phone: 3-0433... Air Time: Full Time
Membership... NARTB
Representative... Forjoe
News Service... AP
President... J. D. Gay, Jr.
General, Sta. Mgr... Earl L. Boyles
Commercial Mgr... Lee Tackett
Program Director... Evelyn Bengel
Chief Engineer... J. M. Robertson

WVLK—Lexington—1947
MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Bluegrass Bcstg. Co., Inc.
Address... Phoenix Hotel
Phone: 4-6470... Air Time: Full Time
Transcription Service... Thesaurus

RepresentativeBurn-Smith
 President.....Donald J. Horton
 General Mgr.....Ted Grizzard

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....London Broadcasting Co.
 Address.....Box 333
 Phone: 598.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 Representatives.....Hil F. Best Co.
 General Manager.....Elmo Mills
 Station Manager.....Russell Henson
 Commercial Manager.....Charles Redmond

WAVE—Louisville—1933
 NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WAVE, Inc.
 Business Address.....334 E. Broadway
 Phone: Wabash 2201.....Air Time: Full Time
 Transcription Service.....Thesaurus, Standard
 News Service.....AP
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President.....George W. Norton, Jr.
 General-Station Manager.....Nathan Lord
 Commercial Manager.....Le Val Waltman
 Sales Prom. Mgr.....Charles Hill
 Program Director.....James Caldwell
 Chief Engineer.....Wilbur Hudson

WGRC—Louisville—1936

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
 Owned-Operated By.....Northside Bcstg. Corp.
 Bus.-Studio Address.....Ky. Home Life Bldg.
 Phone: Wabash 8871.....Air Time: Full Time
 News Service.....UP
 Membership.....NARTB
 Representative.....Walker
 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

WHAS—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 Service.....AP
 Representative.....Henry I. Christal Co.
 Membership.....NARTB
 V. Pres., Director.....Victor A. Sholis
 Station Manager.....Neil D. Cline
 Sales Director.....John M. Fouts
 Promotion Director.....William Loader
 Program Director.....Sam Gifford

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.....Forjoe & Co.
 President.....Harold Kaye
 Sta. Mgr.....Harry McTigue
 Commercial Manager ..Chas. A. Schacht, Jr.
 V. P., Dir. Operations.....Glen Harmon
 Sls. Mgr.James Nathan
 Traffic Dir.Helen Roberts
 Continuity Dir.....Chas. Montgomery
 Chief Engineer.....Melvin Scarsdale

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.
 News Service.....UP
 Exec. Vice-Pres.....J. P. Williams
 Manager.....W. H. Spencer
 Sales Prom., Pub. Dir.....M. G. Jennings
 Commercial Mgr.....Charles Farmer
 Chief Engineer.....Theodore E. Jones

WKYW—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

WLOU—Louisville—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rounsaville of Louisville, Inc.
 Business-Studio Address.....2549 S. Third St.
 Phone: MELrose 7-3689.....Air Time: Daytime
 News Service.....UP
 Representative.....Gill-Perna, Dorco-Clayton
 President.....Robert W. Rounsaville
 Gen., Sta. Mgr.....Lee R. Smith
 Commercial Manager.....Joseph T. Starr
 Prom. Mgr., Pub. Dir.....William Summers
 Program Director.....James Carter
 Chief Engineer.....Steve Dawson
 Technical Director.....Paul Cram

WFMW—Madisonville—1949
 KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By Messenger Bdctsg. Co., Inc.
 Address.....Box 387
 News Service.....UP

Trans. Service...Capitol, Thesaurus, Standard Representative Continental
Sta. Mgr. H. W. Wells
Comm. Mgr. Elmer L. Kelley, Jr.
Program Director Richard T. Harris

WKTM—Mayfield—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By Kentucky Bcstg. Co.
Phone: 46 Air Time: Daytime
Studio Address Box 232
News Service UP
Transcription Service Thesaurus
Representative Best
Manager Michael R. Freeland
Comm. Mgr. John M. Latham
Prob. Dir. Jerry Watson

WNGO—Mayfield—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By West Ky. Bcstg., Inc.
Phone: 1597 Air Time: Daytime
News Service AP
Transcription Service Lang-Worth, World
Membership NARTB, RAB
Station Manager T. E. Brewer
Program Director O. L. Davis
Chief Engineer John E. Shelton

WFTM—Maysville—1948
MBS

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 Sta. Mgr. John W. Betts
Commercial Mgr. Herbert Williams
Program Director Gene Waters
Chief Engineer Billy C. Cooper

WMIK—Middlesboro—1948
KBS

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By Cumberland Gap Bcstg.
Address Box 698
Phone: 980 Air Time: Daytime
Representative Holman
Transcription Service World
News Service UP
Membership RAB
President Dr. U. G. Brummelt
Gen., Sta., Comm. Mgr. Maurice K. Henry
Sales Prom., Pub. Dir. M. K. Henry
Program Director Bill Baker
Chief Engineer Tal England

WFLW—Monticello—1955

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Wolf Creek Bcstg. Co.
Station Manager James Shacklette

WMOR—Morehead—1954

Frequency: 1330 Kc. Power: 1000 Watts
Owned & Operated By Mo ehead Bcstg. Co.
Phone: 880 Air Time: Daytime
News Service UP
Transcription Service Thesaurus

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
Manager Edward Griffin

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
President James G. Lang
General Manager Ann Rolles Lang
Sta. Mgr., Prog. Dir. R. D. Nunn
Comm., Scales Prom., Prog. Dir. R. M. Gilmore
Chief Engineer R. E. Sullivan

WOMI—Owensboro—1938
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Owensboro Bcstg. Co., Inc.
Address Box 536
Phone: MU 3-1558 Air Time: Full Time
News Service AP
Newspaper Affiliations Messenger, Inquirer
Transcription Service Thesaurus
Representative Burn-Smlth
President Lawrence W. Hager
Gen., Sta., Comm. Mgr. Hugh O. Potter
Sales Prom. Mgr. Jim Wilkinson
Program Director Cliffordean Potter
Chief Engineer Harold I. Peters

WVJS—Owensboro—1947
ABC

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By Owensboro On The Air, Inc.
Business-Studio Address 324 Allen St.
Phone: Murray 3-3521 Air Time: Full Time
News Service UP
Representative William G. Rambeau
Membership NARTB
President V. J. Steele
Gen., Sta. Mgr. Malcolm Greep
Commercial Manager John T. Rutledge
Sales Prom. Mgr. Leola C. Haydon
Program Director Larry Adams
Chief Engineer Robert Earl Jaqoe

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
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB, RAB
 Gen. Mgr.....E. J. Paxton, Jr.
 Business Manager.....S. Livingston

WPAD—Paducah—1930—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Paducah Bdcstg. Co., Inc.
 Address.....4th & Bway—Taylor Bldg.
 Phone: 2-8231.....Air Time: Full Time
 News Service.....UP
 Trans. Serv.....Lang-Worth, Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB, RAB
 President.....Pierce E. Lackey
 General Manager.....Prewitt Lackey
 Sta. Mgr., Prog., Pub. Dir.....Ray Mofield
 Comm. Manager.....Linn Wolff
 Prom. Mgr.....Benny Smith
 Prog., Pub. Dir.....Ray Mofield
 Chief Engineer.....U. C. Morris

WSIP—Paintsville—1949
KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Big Sandy Bcstg. Co.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Rep.....Hil Best
 General Manager.....Ted Arnold Silvert
 Station Manager.....Jack Welch
 Chief Engineer.....Eugene Baldrige

WKLX—Paris—1955

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned & Operated By.....Paris Bcstg. Co.
 Air Time.....Daytime
 News Service.....UP
 General Mcaager.....Rex Osborne
 Chief Engineer.....Vernon Hutchinson

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.....Pike County News
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Mrs. W. J. Ward
 Gen., Sta., Sales Comm. Mgr., Roy E. Alexander
 Prog., Pub. Dir.....John C. Adkins
 Chief Engineer.....Guy N. Ferrell

WPKE—Pikeville—1949
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. Ky. Bdcstg. Corp.
 Phone: 1280.....Air Time: Full Time
 News Service.....AP
 Station Rep.....Continental

Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....Jack L. Hatcher
 Chief Engineer.....James K. Hoskins

WPRT—Prestonburg—1952

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
 Comm. Mgr.....Rex Osborne

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
 Sta., Gen. Mgr.....Leslie Goodaker
 Comm. Mgr.....Ellis Burnam
 Program Dir.....Mrs. Leslie Goodaker
 Sales Prom. Mgr.....Wilburn Wilson
 Chief Engineer.....Marvin Mahoney

WSAC—Radcliff—1955

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By...Fort Knox Bcstg. Corp.
 Address.....Fort Knox, Ky.
 Air Time.....Daytime
 News Service.....UP
 President.....B. E. Cowan
 Gen., Sta. Mgr.....W. J. (Bill) Harris, Jr.
 Commercial Manager.....Joseph R. Cowan
 Sales Prom. Manager.....Walt Broadhurst
 Program Director.....Clem Cockrel
 Publicity Director.....Bill Gerson
 Chief Engineer.....Eugene Hornback

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 Sta. Manager.....O. C. Halyard Jr.
 Comm. Mgr.....Fred Welch
 Program Director.....Edith Abel
 Promotion Mgr.....Jack Parrish
 Pub. Dir.....Bob Hamger
 Chief Engineer.....Estil Anderson

WRUS—Russellville—1953

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....So. Kentucky Bcsters.
 Address.....P. O. Box 110
 Phone: 459.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World

Station Representative.....Hil Best
 President.....Roh E. Hook
 General Manager.....Woodrow P. Sosh
 Sta. Mgr., Eng.....Earl Johnson
 Sales Mgr., Prog. Dir.....J. H. Johnson

WSFC—Somerset—1947
MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Address.....U. S. 27
 Phone: 1240-41.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Theasurus
 Membership.....NARTB, RAB
 Representative.....Hill F. Best
 Pres., Gen. Mgr.....Mike Layman
 Commercial Manager.....Donald Orwin
 Program Director.....John A. Hartnett
 Technical Dir.....Ralph F. Denton
 Chief Engineer.....John Agostine

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kentucky Mt. Holiness Assn.
 Bus. Studio Address.....Vancleve
 Phone: Jackson 3.....Air Time: Daytime
 News Service.....AP
 Representative.....Continental
 President.....Dr. Lela G. McConnell

General-Station-Comm. Mgr.....Wiltred Fisher
 Program Dir.....Violet Person
 Chief Engineer.....Kenneth Amspaugh

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
 Gen. Mgr.....Donald W. Crosthwait
 Commercial Mgr.....Charles W. Read
 Program Director.....Beryl Davis

WWKY—Winchester—1954
MBS

Frequency: 1380.....Power: 1000 Watts
 Owner.....Winchester Bcstg. Co., Inc.
 Address.....Box 492
 Phone: 1380.....Air Time: Daytime
 News Service.....AP
 Transcription.....Theasurus
 Representative.....Best
 Membership.....RAB
 President.....N. B. Ratliff
 General Manager.....Charles Drew
 Commercial Mgr.....Tom Wade
 Program Director.....Herman Kelly
 Chief Engineer.....Tommy Bratton

LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—Families 824,000
 Radio Homes 792,000—TV Homes 551,390—Stations in State 63

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

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
 Phone: 3-2543.....Air Time: Full Time
 Transcription Service.....World, MacGregor
 Representative.....Weed & Co.
 Membership.....NARTB, RAB
 President.....T. B. Lanford
 Gen. Mgr.....Willard L. Cobb
 Sta., Comm. Manager.....Walter D. Melson
 Prom. Mgr. and Pub. Dir.....Mary Petrie
 Prog. Dir.....Alex Marchand
 Chief Engineer.....Jesse R. Sexton

KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Dixie Bcstg. Ser.
 Address.....915 Fourth St.

Phone: 3-7454.....Air Time: Daytime
 News Service.....UP
 General Mgr.....Irving Ward Steinman
 Commercial Mgr.....D. Ed Pebbles
 Station Director.....W. G. Lynch
 Chief Engineer.....Byron Stokes

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
 Representative.....Everett-McKinney
 Pres., Comm. Mgr.....Milton Fox
 Gen., Sta. Manager.....Virgil G. Evans
 Program, Publicity Dir.....Bruce Rainey
 Chief Engineer.....Leo Brians

KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Morehouse Bcstg. Co.
 Address.....Enterprise Bldg.
 Phone: 1400.....Air Time: Daytime
 General Manager.....Bill Davis
 Program Director.....Carl Livingston

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
 Representative.....Adam Young, Clarke Brown
 Membership.....NARTB, RAB
 V.P., Gen. Mgr.....T. E. Gibbons
 Station Mgr.....Homer Griffith

WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Community Bcstg. Co.
 Address.....P. O. Box 1226
 Phone: 8-6716.....Air Time: Full Time
 Representative.....Walker
 President.....G. T. Owen
 V.P., Gen. Mgr.....Robert Earle

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
 Representative.....George P. Hollingbery
 Membership.....RAB, NARTB
 President.....Douglas L. Manship
 General Mgr.....Kelly Maddox
 Sales Manager.....John D. Wooldridge
 Prom., Pub. Dir.....Catherine Pearson
 Program Director.....George Bonnell
 Chief Engineer.....Theodore Hubert

WLCS—Baton Rouge—1946
 ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Air Waves, Inc.
 Business Address.....204 North St.
 Phone: 2-4411.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, RAB
 Gen. Manager.....Lamar Simmons
 Sales Manager.....Olas Olsen

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
 Representative.....Forjoe
 President.....Jules Paglin
 General Manager.....S. Ray, Jr.
 Station Manager.....Gordon Lloyd
 Comm. Mgr.....Tom McGuire
 Program Director.....Lucille Pollack
 Chief Engineer.....Noel Walter

WHXY—Bogalusa—1954

Frequency: 920 Kc.....Power: 1 Kw. d.
 Owned.....Bogalusa Bcstg. Co.
 Address.....P. O. Box 689

Phone: RE 2-4254.....Air Time: Daytime
 News Service.....AP
 Station Rep.....Clark
 President.....C. W. Holt
 Exec. V.P., Gen. Mgr.....Bob Robinson
 Station Mgr.....W. A. Stewart
 Comm. Mgr.....Hugh Well
 Sls. Prom. Mgr., Pub. Dir.....Dan Franklin
 Program Director.....Edward Cummins
 Chief Engr.....Vernon Jones

WIKC—Bogalusa—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Curt Siegelin, Admin.
 Business Address.....607 N. Rio Grande St.
 Phone: RE 5-1355.....Air Time: Full Time
 News Service.....AP
 Representative.....Keystone
 General Manager.....Curt Siegelin
 Comm. Mgr.....J. H. Knight
 Sls. Prom. Mgr., Prog. Dir.....D. Knight, Jr.
 Chief Engr.....Vernon Jones

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
 Manager.....D. C. Blossman
 Gen. Mgr., Chief Engr.....William H. Bland Jr.
 Program Director.....Rick Webb
 Commercial Mgr.....Mark Rex

KSIG—Crowley—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KSIG Bcstg Co., Inc.
 Bus-Studio Address.....320 N. Parkerson Ave.
 Phone: 1450-1.....Air Time: Full Time
 News Service.....AP
 Representative.....T. F. Clark
 Membership.....NARTB
 President.....Hirsch J. Scholl
 General Manager.....Louis M. Basso
 Commercial Manager.....Ninta G. Guidry
 Prog. Director.....Boyce Jim Trahan
 Chief Engineer.....W. H. Bland

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
 Owners.....C. W. Reddoch, J. B. McCrary
 Gen., Comm. Manager.....Ralph L. Hooks

KEUN—Eunice—1952

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-Parish Bcstg. Co.
 Address.....Crowley Rd.
 Phone: 3041.....Air Time: Full Time

News Service AP
 Transcription Service World
 Membership NARTB
 President Vincent Riehl
 General Manager..... John A. Chauvin

KLFT—Golden Meadow—1955

Frequency: 1600 Kc.....Power: 500 W. d.
 Owned-Operated By.....Leo J. Theriot
 Address.....Theriot Bldg.
 Phone: 5-5165.....Air Time: Daytime
 News Service.....UP
 Representative.....Best
 General Manager.....Leo J. Theriot
 Station Manager.....H. Earl Herron
 Commercial Manager.....V. R. Vidrine

WFPR—Hammond—1947

KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louisiana Bcstrs.
 Business-Studio Address.....Box 432
 Phone: 960.....Air Time: Full Time
 Trans. Service.....SESAC
 Membership.....NARTB
 News Service.....UP
 Owners.....C. W. Reddoch, R. L. Hooks
 General Manager.....Cyril W. Reddoch

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

MBS-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
 Pres., Gen. Mgr., C. Eng.....Clavis L. Bailey
 Prog. Dir.....Howard Hoag
 Comm. Mgr.....Gerald Dugas

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: CE 5-9494.....Air Time: Full Time
 Transcription Service.....World
 News Service.....UP
 Station Rep.....Rambeau, Brown

Membership NARTB
 President.....Paul H. De Clouet
 General Manager.....Jim Lukas
 Program Director.....John Sellick
 Commercial Mgr.....Jim Drake

KVOL—Lafayette—1935—NBC

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Evangeline Bcstg. Co., Inc.
 Address.....519 S. Buchanan
 Phone: CEnter 4-5151.....Air Time: Full Time
 Newspaper Affiliation....."Daily Advertiser"
 News Service.....AP
 Representative.....Mooker
 Membership.....NARTB, RAB
 General Manager.....George H. Thomas
 Comm. Sls. Prom. Mgr.....Thomas G. Pears
 Station Mgr.....E. H. Hughes
 Publicity Dir.....Betty Arceneaux
 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 Service.....UP
 Representative.....Forjoe
 President.....Jules J. Paglin
 Co-Manager.....Tom Gresham
 Sta. Mgrs.....T. Gresham, R. Rhodes
 Managing Director.....Stanley W. Ray, Jr.

For World-Wide News . . .
For Clear, Comprehensive
Coverage . . .

AP

FOR
RADIO and TELEVISION

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

KLOU—Lake Charles—1947
CBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Bcstg. Co., Inc.
Bus.-Studio Address.....Box 975
Phone: HEmlock 6-7277....Air Time: Full Time
News Service.....AP
Representative.....Pearson
Membership.....NARTB
President.....G. T. Owen
Vice-Pres.....Bob Earle
General Mgr.....R. S. Davison
Program Dir.....Keith Ryan
Commercial Mgr.....Harry Cook
Chief Engineer.....Harry Adrian

KPLC—Lake Charles—1935
NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....P. O. Box 1521
Phone: 9-2713.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Mgr.....R. M. White
Sales Prom. Mgr.....J. Wilburn
Publicity Director.....Merle Thomas
Prog. Dir., C. Eng.....A. B. Craft

KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....DeSoto Bcstg. Corp.
Address.....P. O. Box 740
News Service.....AP
Trans. Ser.....Standard
Gen., Comm. Mgr.....Arthur L. Greene

KAPB—Marksville—1954
MBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Avoyelles Bcstg. Corp.
Address.....204 E. Mark
Phone: 7206.....Air Time: Daytime
News Service.....AP
Membership.....NARTB
Vice President.....Chester J. Coc
Gen., Sta. Mgr.....Dave Chapman
Commercial Mgr.....Willie J. Bordelon
Publicity Director.....Katherine Ducote
Chief Engineer.....Donald Bordelon

KAPK—Minden—1952

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Parish Bcstg. Co.
Address.....Box 1026
News Service.....UP
Phone: 2940.....Air Time: Full Time
Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
Asst. Mgr.....M. E. (Pat) Brown
Chief Engineer.....Billy Hyatt

KLIC—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 Service.....UP
President, Manager.....Dr. Frank Cerniglia

KMLB—Monroe—1930—ABC
NBC

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By...Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone: 7161.....Air Time: Full Time
News Service.....UP
Representative.....Pearson
President.....Mrs. Robert Gaston, Jr.
V.P., Gen. Mgr.....Charles Price
Program Dir.....James Plaisance

KNOE—Monroe—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Knoe Bldg.
Phone: 8155.....Air Time: Full Time
News Service.....AP
Representative.....H-R Reps
Membership.....NARTB, RAB
President.....James A. Noe
V.P., General Manager....Paul H. Goldman
Station Mgr.....Allen Hundley
Ass't. Gen. Mgr.....Harry Arthur

KMRC—Morgan City—1954

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Tri-City Bcstg. Inc.
Address.....P. O. Box 889
Phone: 2011.....Air Time: Daytime
News Service.....UP
Membership.....NARTB
President.....Warren J. Fortier
V.P., Gen. Mgr.....Samuel F. Hosea
Treasurer.....Mortimer Silverman, Jr.
Secretary.....A. A. Bensabat, Jr.

KNOC—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 Service.....AP
Membership.....NARTB
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.....Box 383
Phone: EMerson 2-6726....Air Time: Full Time

News Service AP
 Transcription Service World
 President..... George H. Thomas
 General Manager..... Dierrell Hamm
 Commercial Mgr..... Donald Bonin
 Chief Engineer..... Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Queen City Bcastg. Co.
 Address..... P. O. Box 50
 Phone: 2-5826 Air Time: Daytime
 General Manager..... John H. Coco

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
 V.P., Gen. Mgr..... S. W. Ray, Jr.

WDSU—New Orleans—1923
 NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By..... WDSU Bcastg. Corp.
 Business-Studio Address..... 520 Royal St.
 Phone: Tulane 4371 Air Time: Full Time
 News Service AP, UP
 Representative John Blair
 Membership NARTB, RAB
 President..... Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr..... Robert Swezey
 V.P. & Comm. Mgr..... Louis Reac
 V.P. Charge Prog'ng..... Tom Hicks
 Sec'y-Treas..... Lester Kabacoff

WJBW—New Orleans—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Louise C. Carlson
 Business-Studio Address..... Cigall Bldg.
 Phone: Ma. 3488 Air Time: Full Time
 News Service AP
 Pres., Gen. Mgr..... Louise C. Carlson
 Asst. Mgr..... Ed Carlson
 Commercial Mgr..... James E. Gordon
 Publicity Director..... Bill Leonard
 Chief Engineer..... Charles Norris

WJMR—New Orleans—1946

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By..... Supreme Bcastg Co., Inc.
 Address..... Jung Hotel, 1500 Canal Street
 Phone: Canal 0356 Air Time: Daytime
 Representative Bolling
 President..... Chester Owens
 V.P., Gen. Mgr..... George A. Mayoral

WMRY—New Orleans—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Southland Bcastg. Co.

Address..... 2107 Dryades St.
 Phone: Tulane 4841 Air Time: Daytime
 Representative Gill-Perna
 News Service UP
 Membership NARTB
 President..... Lester Kamin
 Gen., Comm. Mgr..... Mort Silverman
 Sales Prom., Pub. Dir..... Marion Owen
 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
 Representative H-R
 President..... James A. Noe
 Gen., Sta. Mgr..... S. A. French
 Commercial Mgr..... Dick Amundsen
 Program Director..... Bill Stewart
 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
 Station Rep..... Avery-Knodel
 President..... Gaston Pureau
 General, Sta. Mgr..... John R. O'Meallie
 Commercial Mgr..... D. V. Donegan
 Program Director..... Marshall Pearce
 Publicity Director..... Eldon Durand
 Chief Engineer..... Harold Nebe

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
 Representative Radio-TV Reps.
 President..... A. L. Chilton
 General Manager..... Joe A. Oswald

WWL—New Orleans—1922
 CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By..... Loyola U. of South
 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 Baldr
 Sales Prom., Pub. Mgr..... Harry Hildebrand
 Program Director..... E. M. Hoerner
 Chief Engineer..... J. D. Bloom, Jr.

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 Todd Storz
 V.P., General Mgr. Fred Berthelson
 Program Director Donald A. Loughnane
 Production Mgr. O. C. Rennie
 Chief Engineer Morris E. Jones

Program Director.....Doris F. Nargassans
 Chief Engineer.....Carl F. Goulden

KCIJ—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
 General Mgr.....John H. Pace
 Comm. Mgr.....Roy L. Cordell

WTPS—New Orleans—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.
 Owned-Oper. By.....The Times Picayune
 Business Address..... 615 North St.
 Phone: Canal 5561..... 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.....Carl J. Junker
 Prom. Mgr.....Martin Burke

KENT—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 Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB, RAB
 Owner Manager.....Frank H. Ford
 Gen., Comm. Mgr.....Frank H. Ford, Jr.
 Prom., Pub. Dir.....Bill Monroe
 Sales Manager.....William F. Ford
 Prog. Dir.....Irv Zeldman
 Chief Engineer.....L. J. Carlson

KREH—Oakdale—1953—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Louisiana Bcstg. Service
 Address..... Ville Platt Hiway
 Phone: 900..... Air Time: Daytime
 News Service UP
 Commercial Mgr.....Mel Bennett

KSLO—Opelousas—1947
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....KSLO Bcstg. Co.
 Address..... Box 392
 Phone: 2633..... Air Time: Full Time
 Representative.....Sears & Ayer
 Transcription World
 General Mgr.....W. Eugene Jones

KRUS—Ruston—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Ruston Bcstg. Co.
 Address..... 105 E. North Railroad
 News Service UP
 Representative Best
 President.....C. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker

KANV—Shreveport—1954

Frequency: 1050 Kc. Power: 250 Watts
 Owned.....Northwest La. Bcstg. Corp.
 Address..... 2730 Talbot St., P. O. Box 3611
 Phone: 2-3122..... Air Time: Daytime
 Station Representative Dora-Clayton
 President.....T. T. Hailey
 General Manager.....Glenn V. Wilson

WTIX

**IS FIRST IN
 NEW ORLEANS**

*Says Hooper,
 Morning and Afternoon*

WTIX first per Hooper with 20.4% all-day average! Second station (50,000 watt network): 17.3%. Third: 10.1%. It's the Mid-Continent formula at work! How things have changed in New Orleans! Call Adam J. Young, Jr., or General Manager Fred Berthelson.

**MID-CONTINENT
 BROADCASTING COMPANY**

President, Todd Storz
 KOWH, Omaha, Reps: H-R Repts, Inc.
 WHB, Kansas City, Reps: John Blair & Co.
 WTIX, New Orleans, Reps: Adam J. Young, Jr.

RATINGS

HOOPER

Jan. - Feb., 1955

K-JOE LEADS

90 quarter hours
per week, Monday
through Sunday

PULSE

May - June, 1955

K-JOE LEADS

80 quarter hours
per week, Monday
through Sunday

74.6% OF THE ENTIRE BUYING
POWER IN THE SURROUNDING
TEN COUNTY AREA IS WITHIN
20 MILES OF OUR TRANSMITTER.

**BEYOND THIS AREA, OTHER
MARKETS ARE DOMINATED
BY STATIONS LOCATED THERE**



... tell the latest
SHREVEPORT, LA., story

KJOE

Popular Music, News and Personalities
Cover this Rich 10 County Market

OVER 480,000 POPULATION

OVER 124,000 RADIO HOMES

OVER \$375,000,000 RETAIL SALES

AT LOWEST COST

PER 1,000 RADIO HOMES

RATES PER MINUTE

K-JOE	Station X	Station Y
\$7.00	\$22.00	\$13.25

KJOE

**1000 WATTS DAYTIME
NON-DIRECTIONAL**

Joe Monroe, Pres. & Gen. Mgr.

507 Spring St., Shreveport, La.



**SHREVEPORT'S
NUMBER ONE
LOCAL STATION**

Rep:
**FOR JOE
for K-JOE
of "cuss"**

KJOE—Shreveport—1954

Frequency: 1480 Kc. Power: 1 Kw. d.
 Owned Audiocasting, Inc.
 Address 507 Spring St.
 Phone: 2-0732 Air Time: Daytime
 News Service AP
 Transcription Associated, Lang-Worth
 Station Representative Forjoe
 Pres., Gen. Mgr. Joe Monroe
 Commercial Mgr. Homer Odom
 Program Director Dave Hagli
 Publicity Director Bobby Ward
 Chief Engineer James Gilmore

**KRMD—Shreveport—1928
 ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KRMD
 Bus-Studio Address Box 1712
 Phone: 3-6171 Air Time: Full Time
 Representative Weed
 Membership NARTB
 Station Dir. W. L. Switzer

**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 Service AP, UP
 Representative Poetry
 Transcription Service Associated
 Membership NARTB, RAB
 Pres., Gen. Mgr. E. Newton Wray
 Commercial Mgr. Joe B. Foster
 Promotion Manager Mary Lou O'Brien
 Station Manager Michael Roppolo
 Publicity Director Gregg Featherstone
 Chief Engineer C. H. Maddox

**KWKH—Shreveport—1925
 CBS**

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By International Bcstg. Corp.
 Business-Studio Address Box 1387
 Phone: 2-8711 Air Time: Full Time
 Newspaper Affiliation Shreveport Times
 News Service AP, UP
 Membership NARTB, RAB
 President William H. Bronson
 Exec. V.P., Gen. Mgr. Henry B. Clay
 Commercial Manager Fred Watkins, Jr.
 Chief Engineer O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc. Power: 1000 Watts
 Owner Springfield Bcstg. Co.
 Address Box 508

KSUL—Sulphur—1955

Frequency: 1310 Kc. Power: 500 W. d.
 Owned-Operated By Southern Bcstg. Co.
 Address Box 895
 Phone: Jackson 7-5266 Air Time: Daytime
 Representative Best
 Transcriptions Standard
 Membership NARTB
 News Service UP
 General Manager Al Tremble

KTLD—Tallulah—1954—KBS

Frequency: 1360 Kc. Power: 500 Watts
 Owned-Operated By Howard E. Griffin
 Phone: 1360 Air Time: Daytime
 News Service UP
 Transcription Thesaurus
 Representative Hil Best
 Membership NARTB
 President, C. Eng. Howard E. Griffith
 General Manager Si Willing
 Program Director George Mack

KTIB—Thibodaux—1953

Frequency: 630 Kc. Power: 500 Watts
 Owner Delta Bcstrs., Inc.
 Address Lafourche Comet Building
 Phone: 5348 Air Time: Daytime
 President F. H. Block
 Commercial Mgr. Ray Saadi
 Program Director Roy Hill
 Gen. Mgr., Chief Eng. Don Gatz

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
 Membership NARTB
 President Lionel B. Deville
 General Manager Chris Duplechain
 Chief Engineer J. L. Sylvester

KEVL—White Castle—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Big League Bcstg. Co.
 Address c/o Mrs. Elayn Hunt, Reywood
 Bldg., Baton Rouge, La.
 President William C. Lee, Jr.

KVCL—Winnfield—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Bcstg. Co.
 Address Box 548
 Gen., Comm. Mgr. William G. Darland, Jr.

WFAU—Augusta—1946
MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Phone: MA. 3-3878. Air Time: Full Time
Membership.....NARTB
Transcription Service.....Standard, World
Representative.....O'Connell, Borgatti
President.....Faust Couture
General Manager.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Program Director.....Mona Toothaker
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....WRDO, Inc.
Address.....175 Water Street
Phone: 3-4735. Air Time: Full Time
Representative.....Weed
Transcription.....Don Powers
Membership.....NARTB, RAB
Sta., Comm. Mgr.....Donald K. Powers

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 Service.....AP
Representative.....Hollingbery, Kettell-Carter
Membership.....NARTB, RAB
General Manager.....Leon Gorman, Jr.
Sls. Prog. Co-ord.....Richard Bronson
Operations Manager.....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
Station Rep.....Everett-McKinney, Borgatti
Pres., Gen. Mgr.....Sherwood J. Tarlow
Station Mgr.....Arthur D. Stamler
Commercial Mgr.....Nicholas A. Bell
Sales Prom. Mgr.....Philip Wolley
Program Director.....Kenneth Manley
Publicity Dir.....George Fennell
Chief Engineer.....Donald H. Sylvia

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
Representative.....Weed
Ass't Gen. Mgr.....Edward E. Guernsey

WIDE—Biddeford—1948
MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Biddeford Bcstg. Corp.

Address.....234 Main St.
Phone: 4-4566. Air Time: Full Time
News Service.....AP
Transcription Service.....World
Station Rep.....Raymer
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Arthur Deters
Comm. Mgr.....Carl Swanson
Prog. Dir.....George D. Lummis
Chief Eng.....Peter Paul

WCME—Brunswick—1955

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By.....Westminster Bcstg. Co.
Address.....Box 179
President.....Roger H. Strawbridge

WABM—Houlton—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Aroostook Bcstg. Corp.
Address.....1340 North Rd.
Phone: 2257. Air Time: Full Time
News Service.....UP
Representative.....Webb
President.....Harry E. Umphrey
General Manager.....Harold D. Glidden
Station Manager.....Ted Coffin
Chief Engineer.....Robert W. MacIntosh

WCOU—Lewiston—1938
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone: 4-6921. Air Time: Full Time
News Service.....UP
Transcription Serv.....Standard, World
Representative.....O'Connell, Borgatti, Holman
President.....Faust Couture
General Comm. Mgr.....John C. Libby
Sls. Prom., Pub. Dir.....Faust Couture
Program Dir.....Annette Howaniec
Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947
ABC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By...Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone: 4-5401. Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Everett-McKinney, Kettel-Carter
Pres., Sta. Mgr.....F. Parker Hoy
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr.....Romeo E. Sansoucy
Program Director.....Harold W. Dutch
Chief Engineer.....Herbert Wiles

WCSH—Portland—1925
NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By...Maine Radio & TV Co.

Business-Studio Address.....157 High St.
Phone: SPruce 2 0181.....**Air Time:** Full Time
News Service.....UP
Representative.....Weed
Membership.....NARTB, RAB
President.....Adeline B. Rines
General Manager.....William H. Rines
Station Manager.....Arthur Owens
Commercial Manager.....Albert W. Smith
Pub. Dir., Prom. Mgr......L. T. Pitman
Prog. Dir......Raymond Mercier
Chief Engineer.....Charles R. Brown

Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone: SP 3-8111.....**Air Time:** Full Time
News Service.....AP
Rep......Kettel-Carter, Hollingbery
Membership.....NARTB
Pres., Sta., Gen. Mgr......Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr......Robert Maynard
Program Dir......Robert O'Wrl
Publicity Director.....Aileen B. Tuck
Chief Engineer.....Thomas Conneen

WGAN—Portland—1938—CBS

Frequency: 560 Kc.....**Power:** 5000 Watts
Owned-Oper. By. Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone: SPruce 4-4661.....**Air Time:** Full Time
News Service.....AP
Newspaper Affil......Gannett Publishing
Trans. Service.....SESAC, B.M.I.
Representative.....Avery-Knodel, Foster
Membership.....NARTB
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr......Creighton E. Gatchell
Sta. Mgr., Prog. Dir. Francis H. Farnum, Jr.
Commercial Mgr......R. W. Jennings
Publicity Dir......V. K. Stimson
Chief Engineer.....Roger W. Hodgkins

**WAGM—Presque Isle—1931
MBS-YANKEE**

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By.....Aroostook Bcstg. Corp.
Address.....489 Main St.
Phone: 8821.....**Air Time:** Full Time
News Service.....UP
Membership.....NARTB
Representative.....Webb
Transcription Service.....Thesaurus
President.....Harry Umphrey
Gen., Sta. Mgr......Harold D. Glidden
Sta., Pgm., Comm. Dir......Richard B. Marshall
Chief Engineer.....Lester E. Hughes

**WPOR—Portland—1946
ABC-YANKEE-MBS**

Frequency: 1490 Kc.....**Power:** 250 Watts

**WRKD—Rockland—1952
ABC**

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.



**WPOR is not
Portland's only
station . . . but**

It's the *only* station in Portland where radio is not a secondary operation.

It's the *only* station in Portland that features Music News and Sports.

It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market —

And it's the *only* station in Portland that can truthfully say,

*"Portland's Favorite Station —
Ask Anyone!"*

PORTLAND, MAINE

Represented by

George P. Hollingbery Boston — Kettel-Carter

AMERICAN • MUTUAL • YANKEE • DOWNEAST

Address.....493 Main St.
 Phone: 1600.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 Representative.....O'Connell, Borgatti Holman
 Rep.Webb
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....Vere B. Crockett
 Chief Engineer.....Alfred M. Thurlow, Jr.

Commercial Mgr.....G. B. Cunningham
 Chief Engineer.....E. J. Tremblay

WKDQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oxford Bcstg. Co.
 Address.....Alpine St.
 Pres., Comm. Mgr.....Gerald T. Higgins

WTVL—Waterville—1946
ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone: TR 3-3311.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 Representative.....O'Connell, Borgatti
 Membership.....NARTB, RAB
 Pres., Gen. Station Mgr.....Carleton D. Brown
 Comm. Sls., Prom. Mgr.....Harold L. Vique
 Program Director.....Fred Preble
 Pub. Dir.....Ken Chase
 Chief Engineer.....Don Sutherland

WRUM—Rumford—1953
KBS

Frequency: 790 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Rumford Bcstg. Co.
 Address.....89 Congress St.
 Phone: 1057.....Air Time: Daytime
 News Service.....AP
 Trans. Service.....World, SESAC
 Representative.....O'Connell
 Membership.....NARTB
 President.....Melvin L. Stone
 Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis

MARYLAND

Pop. Feb. 1, 1956 (Est.) 2,643,000—Families 753,000
 Radio Homes 725,000—TV Homes 685,470—Stations in State 30

WANN—Annapolis—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Annapolis Bcstg. Corp.
 Business-Studio Address.....Box 749
 Phone: Colonial 3-2500.....Air Time: Daytime
 News Service.....UP
 Membership.....NARTB
 Representative.....Pearson, Dora-Clayton
 Gen., Sta., Comm. Mgr.....Morris H. Blum

Owned.....Hearst Corp. (Radio & TV. Div.)
 Address.....2610 North Charles St.
 Phone: Hopkins 7-3000.....Air Time: Unlimited
 Transcription Service.....Thesaurus, SESAC
 Membership.....RAB
 Representative.....Christal
 V.P. & Gen. Mgr.....D. L. Provost
 V.P., (Engineering).....John Wilner
 V.P. & Sta. Mgr.....Leslie H. Peard, Jr.
 Program Manager.....William N. Rock
 Sales Manager.....Alfred Burk
 Business Mgr.....F. W. Cardall

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
 Transcription Service.....World
 President.....Robert L. Blalock
 Gen., Comm. Mgr.....P. W. Larkin

WBMD—Baltimore—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Key Bcstg. Corp.
 Business-Studio Address.....879 Park Ave.
 Phone: Mulberry 5-7095.....Air Time: Daytime
 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

WNAV—Annapolis—1949

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Capitol Bcstg. Co.
 Address.....Box 829
 News Service.....AP
 Transcription Service.....Thesaurus World
 Representative.....Forjoe
 President.....Albert H. MacCarthy
 General Mgr.....R. C. Embry
 Sta., Com., Sls. Prom. Mgr. M. A. Campbell, Jr.
 Program Director.....Betty Straubel
 Chief Engineer.....Alan B. Laffler

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
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Pres., Sta., Gen. Mgr.....L. W. Milbourne
 Comm., Prom., Pub. Mgr.....Robert M. Richmond
 Program Dir.....George L. Filling
 Chief Engineer.....Martin L. Jones

WBAL—Baltimore—1925
NBC

Frequency: 1090 Kc.....Power: 50,000 Watts

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 John Elmer
Exec. V.P., Gen. Mgr. G. H. Roeder
Scales Director John K. Healy
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
Representative John Blair & Co.
Membership RAB, NARTB
President Robert S. Maslin
V.P. & Gen. Mgr. Robert B. Jones, Jr.
Sta., Prom., Pub. Mgr. Mrs. Jean Mowbray
Comm., Ass't. Gen. Mgr. Dudley Tichenor
Program Dir. Bert Hanauer
Chief Engineer William Q. Ranft

WITH—Baltimore—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Maryland Bcstg. Corp.
Business-Studio Address 7 E. Lexington St.
Phone: Lexington 9-7808. Air Time: Full Time
News Service AP
Transcription Service Standard
Representative For Joe
Membership RAB
Pres., Gen. Mgr. Thomas G. Tinsley, Jr.
V.P. Robert C. Embry
Program Director Anna Ray Suter
Gen. Sls. Mgr. G. S. Shaffer

WSID—Baltimore—1947

Frequency: 1010 Kc. Power: 1000 Watts, d.
Owned-Operated By United Bcstg. Co.
Business-Studio Address 912 N. Charles St.
Phone: Saratoga 7-8250. Air Time: Daytime
News Service INS
Representative UBC, Oakes
President Richard Eaton
General Manager Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Belvedere Bcstg. Co.
Address 1119 N. Charles St.
Phone: Saratoga 7-3555. Air Time: Full Time
News Service UP
Pres., Gen. Mgr. Thomas F. McNulty
Sls., Prom. Mgr. A. B. Hartman
Comm. Mgr. Marjorie L. Mahr
Ch. Eng., Prog. Dir. Clifford Inman

WUST—Bethesda—1951
(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By The Shore Bcstg Co.
Address The Pines
Phone Number 1580. Air Time: Full Time
News Service AP
Membership NARTB
Pres., Gen. Mgr. G. P. Richards
Sta., Commercial Mgr. Sam Cannon
Prog. Dir. Bette B. Robbins
Chief Engineer Wilson D. Price

WCUM—Cumberland—1948
CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Tower Realty Co.
Address Box 360
Phone: Parkview 4-5400. Air Time: Full Time
News Service AP
Representative For Joe
Membership RAB
President Karl F. Steinmann
Gen. Mgr., Pub. Dir. Eldred Steinmann
Comm., Sls., Prom. Mgr. Roy S. Knotts
Prog. Dir. James Webster
Chief Engineer Paul E. Custer

WDYK—Cumberland—1949
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Western Md. Bcstng.
Address 450 Byrd Avenue
Phone: Parkview 2-7000. Air Time: Full Time
News Service UP
Transcription Service Standard
Representative Clark
President Richard A. Raese
Gen., Sta. Manager Michael Hurst
Commercial Manager Floyd V. Cozad
Prog. Dir. Chad Riley
Chief Engineer George Sokol, Jr.

WTBO—Cumberland—1928
NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned Cumberland Valley Bcstg. Co.
Address Comm. Bank Bldg.
Phone: 298. Air Time: Full Time
News Service AP
Representative Branham
Membership NARTB, RAB
Pres., Gen. Mgr. A. William German
Ass't Gen. Mgr. Virginia Rosenbaum
Commercial Mgr. R. J. Miller

WAYE—Dundalk—1955—KBS

Frequency: 860 Kc. Power: 500 W. d.
Owned-Operated By Erway Bcstg. Co.



Address.....Dunkirk Bldg., Balto.
 Phone: ATwater 4-3800.....Air Time: Days
 Representative.....Best
 News Service.....UP
 President.....Guy S. Erway
 General Manager.....Lee Case
 Sales Manager.....Francis Roberts

WEBB—Dundalk—1955

Frequency: 1360 Kc.....Power: 1300 W. d.
 Owned-Operated By.....1360 Bdcstg Co., Inc.
 Address.....Box 26, Baltimore
 Phone: Murdock 6-3180.....Air Time: Days
 Representative.....Gill-Perna
 Membership.....NARTB
 General Manager.....Bentley Stecher

WFMD—Frederick—1938
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.....Roger E. Beane
 Program Director.....Eve Leonard
 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.
 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
 Transcription.....Thesaurus
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Grover C. Crilley
 Sta., Comm., Sls., Prom. Mgr.....W. H. Paulsgrove
 Pub., Pgm., Dir.....Robert Leshar
 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—Leonardtwn—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Md. Bcstrs, Inc.
 Address.....Leonardtwn
 Phone: Greenwood 5-2211.....Air Time: Daytime
 News Service.....UP
 Pres., Prog. Dir.....C. E. Springer
 Gen. Mgr.....J. L. Bittner
 Comm., Sls. Prom. 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., Comm., Sls., Prom. Mgr., Sam Stonebraker
 Prog., Pub. Dir.....R. W. Hawkins
 Chief Engr.....Harold Huhn

WPGC—Morningside—1954

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owner.....WPGC Inc.
 Address.....Morningside
 Phone: Redwood 6-3770.....Air Time: Day
 News Service.....AP
 Pres., Gen. Mgr.....M. Richmond
 Program Dir.....Don Nork

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
 Owned-Operated By.....Eastern Shore Bcstg. Co.
 Address.....Box 210
 Phone: 937.....Air Time: Days
 Representative.....Rollins
 News Service.....AP
 Owner.....G. Russell Chambers
 Manager.....David Welburne, Jr.

WINX—Rockville—1951

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Montgomery Cty. Bcstg. Co.
 Address.....2900 Tilden St.
 Phone: EM 3-2798.....Air Time: Full Time
 News Service.....UP
 Representative.....Wittig
 President.....Richard Eaton
 Gen., Sta., Comm., Sls. Mgr.....Pierre Eaton
 Program Dir.....Richard Denham
 Publicity Dir.....John Robbins
 Chief Engineer.....Arthur A. Snowberger

WBOC—Salisbury—1940 MBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By...The Peninsula Bcstg. Co.
Bus. Studio Address...Radio TV Park
Phone: 6131 Air Time: Full Time
News Service AP
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: Juniper 9-1050 Air Time: Daytime
News Service AP
Representative Indie Sales
Membership NARTB, RAB
President John W. Kluge
Gen.-Sta. Mgr. Joseph L. Brechner
Comm. Sls., Prom. Mgr. Stuart I. Hepburn
Program Dir. Chuck Dulane
Publicity Dir. Val Thomas
Chief Engineer Arthur McDougall

WTOW—Towson—1954

Frequency: 1570 Kc. Power: 1000 Watts

Owner WTOW, Inc.
Address Chambersburg, Pa.
Phone: Colony 4-7121 Air Time: Daytime
President J. S. Booth
Gen., Comm. Mgr. Sam Lawder
Program Dir. Ed Baekey
Chief Eng. Sam Hecker

WTTR—Westminster—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address Box 28
Phone: 1170 Air Time: Daytime
President E. Miller Richardson
Gen., Sta., Comm. Mgr. R. H. Morgan
Prog. Dir. Severne MacLaughlin
Ch. Eng., Sls. Prom. Mgr. Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc. Power: 250 Watts
Owned Commercial Radio Equip. Co.
Address 1319 F St. N.W., Washington, D. C.
Phone: DI 7-1319 Air Time: Daytime
Membership NARTB
Gen. Mgr. Everett L. Dillard
Commercial Mgr. James A. Gustafson
Operations Mgr. Fred Drake
Sls. Prom., Pub. Dir. Doug Bailey
Program Director Robert E. Best
Chief Engineer Eugene V. Jurasinski

MASSACHUSETTS

Pop. Feb. 1, 1956 (Est.) 4,950,000—Families 1,454,000
Radio Homes 1,400,000—TV Homes 1,355,061—Stations in State 52

WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By...Attleboro Radio Assn.
Address 8 N. Main St.
Phone: 1-1320
Representative Walker
Station Manager Keith S. Field
Advertising Mgr. William A. Dawson, Jr.
Program Mgr. David P. Mohr

WBMS—Boston—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By...WBMS, Inc.
Business-Studio Add. Hotel Somerset
Phone: Copley 7-3005 Air Time: Daytime
News Service UP
Representative Indie Sales
President Jack Berkman
Gen. Mgr. George Lasker
Station Manager Norman Furman
Chief Engineer Donald Snider

WBZ-WBZA

(Synchronous Operation)
Boston-Springfield—1921
NBC

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned Westinghouse Bcstg. Co. Inc.

Business-Studio Add. 1170 Soldiers Field Rd.
Phone Number ALgonquin 4-5670
News Service AP, UP
Membership RAB
Representative Free & Peters
President D. H. McGannon
Station Manager P. E. Mills
Commercial Mgr. William J. Williamson
Promotion Manager Charles L. Burrow
Program Manager Grady Edney
Chief Engineer W. H. Hauser
Publicity Director Joseph Cullinane
Chief Engineer W. H. Hauser

WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By...Post Pub. Co.
Business-Studio Address 489 Boylston St.
Phone: Copley 7-0123 Air Time: Full Time
News Service AP
Newspaper Affil. Boston Post
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

WEEI—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 ServiceAP, UP
 Representative.....CBS Radio Spot Sales
 President.....Arthur Hull Hayes
 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

WHDH—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
 Representative.....John Blair
 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

WMEX—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
 Pres., Prog. Dir.....John E. Reilly
 General Manager.....William S. Pote
 Commercial Manager.....Lawrence Flynn
 Sales Promotion Manager.....Marie Mason

Publicity Director.....George Kaplan
 Chief Engineer.....William Ferruzzi

WNAC—Boston—1922
MBS-YANKEE

Frequency: 680 Kc.....Power: 50 Kw.
 Owned...Yankee Div., RKO Teleradio Pictures
 Bus-Studio Address.....21 Brookline Ave.
 Phone: CO 6-0800.....Air Time: Full Time
News Service.....INS, UP
 Representative.....H-R Reps.
 Membership.....NARTB, RAB
 President.....Tom O'Neill
 Exec. V.P., Gen. Mgr.....Norman Knight
 Vice President.....George Steffy
 Nat'l Sls. & Sls. Serv. Dir.....Tom Bateson
 Sales Prom. Mgr.....George Hallberg
 Program Director.....John D. Maloy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....L. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Pilgrim Bcstg. Co.
 Address.....705 Beacon Street
 Phone: COpley 7-3800.....Air Time: Full Time
 Representative.....Headley Reed Co.
 President.....Joseph A. Dunn
 Gen., Sta., Comm. Mgr.....Arthur E. Haley
 Program Director.....Alan Dary
 Pub. Dir.....Polly Haddad
 Chief Engineer.....John Parker

WVDA—Boston—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts

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When Bostonians want the most in news,
 the best in music and the quality shows
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Hazleton, Pa. NBC-MBS Allentown, Pa. CBS Bloomsburg, Pa. Biddeford-Saco, Me. MBS-Yankee Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Owned-Oper. By.....Vic Diehm Assoc. Inc.
Address.....275 Tremont St.
Phone: Hancock 6-1122.....**Air Time: Full Time**
News Service.....**AP, UP**
Representative.....Raymer
Transcription Service.....Thesaurus
Membership.....**NARTB, RAB**
President.....Vic Diehm
Gen., Comm. Mgr......Len Hornsby
Program Director.....John Mounter
Promotion Mgr......John C. Gilmore
Continuity Dir......Arthur Lypson
Chief Engineer.....Robert Hallenbeck

WBOS—Boston—1948

Frequency: 1600 Kc......**Power: 5000 Watts**
Owned-Oper. By...Champion Bcstg. Sys., Inc.
Address.....790 Commonwealth Ave.
Phone: Beacon 2-5650.....**Air Time: Full Time**
Representative.....Wm. G. Rambeau Co.
News Service.....**UP**
President.....Herbert Hoffman
Gen. Mgr......Ralph Weinman
Prom. Mgr......Murray Smith
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: 7062.....**Air Time: Full Time**
Transcription Service.....Thesaurus
Representative.....Walker
General Manager.....Charles A. Fuller
Commercial Mgr......Earle G. Clement
Program Manager.....Arthur B. Jones

WTAO—Cambridge—1948

Frequency: 740 Kc......**Power: 250 Watts d.**
Owned-Oper. By...Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone: Eliot 4-0500.....**Air Time: Daytime**
Membership.....**NARTB, RAB**
President.....Frank J. Lyman, Jr.
General Manager.....Wallace Dunlap
Commercial Mgr......John H. Kimball, Jr.
Sls. Promotion Mgr......Bob Allen
Publicity Dir......Ken Wayne
Program Director.....Edward Pennev, Jr.
Chief Engineer.....Herbert

**WACE—Chicopee-Springfield
1946**

Frequency: 730 Kc......**Power: 1000 Watts d.**
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Hotel Bridgeway
Phone: 4-6654.....**Air Time: Daytime**
News Service.....**INS**
Representative.....Bolling
Membership.....**NARTB, RAB**
President.....David Hayes
Treasurer.....John S. Begley
Gen. Sta., Comm. Mgr......Ralph J. Robinson
Prog. Dir......Sy Levy
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**
Representative.....Walker
Manager.....George L. Sisson, Jr.
Commercial Mgr......Markey Gosciminski
Business.....Madeleine Hamell
Traffic.....Ann Kenney

**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.....Arnold Molloy

**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
Program Dir......David Rodman
Chief Engineer.....Ted Kalln

WFGM—Fitchburg—1950

Frequency: 1580 Kc......**Power: 1000 Watts d.**
Owned-Oper. By.....Wachusett Bcstg. Corp.
Address.....455 Main St.
Phone: 3-4897.....**Air Time: Daytime**
Representative.....Walker
News Service.....**UP**
Pres., Gen. Mgr......David M. Myers
Program Director.....Tal Hood
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.
Phone: Trinity 3-7409.....**Air Time: Daytime**
Comm. Mgr......Ruane B. Hill
Representative.....Kettell-Carter, Grant Webb
President.....Albert A. Anderson
General Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent

Program Dir.....Roy Leonard
 Pub. Dir.....John M. Grabbs
 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.....Emilien R. Robillard
 V.P., Gen. Mgr.....William C. Engel
 Commercial Mgr.....Delbert A. Greenwood
 Program Director.....Durham Caldwell
 Chief Engineer.....Gordon Wiley

WHA1—Greenfield—1938
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Haigis Bdcstg. Corp.
 Business-Studio Address.....486 Main St.
 Phone: PRescott 4-4301.....Air Time: Full Time
 News Service.....AP
 Transcription.....World
 Representative.....Walker
 Membership.....RAB, NARTB
 Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.
 Commercial Manager.....Harry J. Frank
 Sls. Prom. Mgr., Pub. Dir.....June Greene
 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.
 Phone: DRcke 4-4733.....Air Time: Full Time
 News Service.....UP
 Representative.....Nona Kirby Co.
 Treasurer.....E. I. Cellin
 General Manager.....Robert I. Kimel
 Program Director.....Arthur Flynn
 Chief Engineer.....David Cate

WHYN—Holyoke-Springfield
1941—CBS

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hampden—Hamshire Corp.
 Address.....1300 Liberty St., Springfield
 Phone: 4-1126.....Air Time: Full Time
 Representative.....Branham, Weed
 Membership.....NARTB
 Gen. Mgr.....Charles N. DeRose
 Business Manager.....Patrick J. Montague

WREB—Holyoke—1948

Frequency: 930 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Valley Bcstg. Corp.
 Address.....Holyoke Nat. Bank Bldg.
 Phone: 2-3296.....Air Time: Daytime
 Transcription Service.....SESAC
 News Service.....AP
 Membership.....NARTB
 Representative.....Kirby, WREB Radio Sales

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COVERAGE . . .

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

Sta. Mgr. John H. Vendell, Jr.
 Sales Mgr. Robert H. Berger
 News Director. Vernon K. Jones
 Chief Engineer. Frank T. Cook

WCCM—Lawrence—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lawrence Bdcstg. Co.
 Address 278 Essex Street
 Phone Number Lawrence 3-7171-2
 News Service AP
 Representative Foster, Walker
 Pres., Gen. Mgr. Geo. H. Jaspert
 Comm. Mgr. Daniel Ruggles, III

WCAP—Lowell—1951

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Northeast Radio Inc.
 Address 243 Central St.
 Phone: 4-0404 Air Time: Daytime
 News Service UP
 Representative Kettell-Carter
 President Israel Cohen
 Gen. Mgr. William J. Warren

**WLLH—Lowell-Lawrence
 1934—MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Merrimac Bdcstg. Co.
 Address 39 Kearney Sq., Lowell
 Air Time Full Time
 News Service UP
 Representative Nona Kirby
 President Gerald Harrison
 Gen. Mgr. A. N. Armstrong, Jr.
 Program Director Tom Clayton
 Chief Engineer Anthony G. Michaels

WLYN—Lynn—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business-Studio Address 7 Willow St.
 Phone: LY 5-8200 Air Time: Daytime
 News Service UP
 Station Representative Walker
 President Theodore Feinstein
 General Manager Melvin Lahr

WHIL—Medford—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Conant Bcstg. Co.
 Address 99 Revere Beach Pkwy.
 Phone: Mystic 6-1430 Air Time: Daytime
 News Service UP
 Representative Nona Kirby
 Pres., Gen., Sta. Mgr. Sherwood J. Tarlow
 Commercial Mgr. Joseph Kruger
 Prog. Director Bob Walsh
 Chief Engineer Sal Fulchino

WBSM—New Bedford—1949

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Bay State Bcstg. Co.
 Address Pope's Island
 Phone: 3-1767 Air Time: Full Time
 Representative The Bolling Co.
 News Service UP

Membership NARTB
 President Joseph P. Duchaine
 General Manager Otto F. A. Arnold

**WNBH—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: 8-5228 Air Time: Full Time
 News Service AP
 Newspaper Affiliation Standard-Times
 Representative Walker Co.
 Sta., Comm. Mgr. Henry N. Solomon
 Program Director James Gleason
 Publicity Director Herve Leduc

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. Roy M. Anderson

WNAW—North Adams—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Cecil F. Clifton
 Address Curran Hwy.
 Phone: MOhawk 3-5356 Air Time: Daytime
 Transcription Service Associated, Cole
 President Cecil H. Clifton
 General Manager Nathaniel N. Jones

**WHMP—Northampton—1950
 KBS**

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 UP
 Representative Louis Borgatti, Webb
 President John H. Williams
 Gen., Sta., Comm. Mgr. Alexander W. Milne
 Program Director Joseph T. Fennessey
 Chief Engineer Peregrine White

WBEC—Pittsfield—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Western Mass. Bcstg. Co.
 Business-Studio Address 33 Eagle St.
 Phone: 8292 Ar Time: Full Time
 Newspaper Affiliation Evening Eagle
 News Service AP
 Transcription Service World
 Membership NARTB
 Rep. Everett-McKinney, Kettell-Carter
 President L. K. Miller
 Gen., Sta. Mgr. W. Wendell Budrow
 Comm., Sls. Prom. Mgr. Edward Johnson
 Prog., Pub. Dir. Paul Edwards
 Chief Engineer Walton Ayer

WBRK—Pittsfield—1938
MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Greylock Bcstg. Co.
Business-Studio Address 8 Bank Row
Phone: 2-1553 Air Time: Full Time
News Service UP
Representative Walker, Borgatti
Membership NARTB
President Leon Podolsky
Gen., Sta., Comm. Mgr. Walter Kearsey
Sales Promotion Manager Robert H. Burbank
Program Dir. Edward Merritt
Publicity Dir. Laughran Yaber
Chief Engineer Leonard Lavendol

WPLM—Plymouth—1955

Frequency: 1390 Kc. Power: 500 Watts
Owned-Oper. By Plymouth Rock Bdcstg. Co.
Address 294 Court St.
Phone: 2600 Air Time: Daytime
News Service UP
General Manager Lambert B. Beeuwkes

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 9-1390 Air Time: Full Time
News Service UP
Transcription Service World
Representative Kirby
Pres., Gen., Sta. Mgr. James D. Asher
Program Dir. Charles Glass
Comm. Mgr. K. P. Fallon, Jr.
Chief Engineer Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By North Shore Bcstg. Corp.
Phone: NE 2-1301 Air Time: Full Time
Transcription Service World
Station Rep. Grant Webb, Nona Kirby
Gen. Mgr. James D. Asher
Commercial Mgr. Charles Asher
Sta. Mgr. William C. Asher
Program Director Norman Durkee

WESO—Southbridge—1955

Frequency: 970 Kc. Power: 500 Watts
Owned-Operated By WESO, Inc.
Address 291 Main St.
Phone: 4-4381 Air Time: Daytime
Representative Walker Co.
News Service UP
Transcription Service World
Station, Comm. Mgr. Robert F. Nims
Program Director Robert S. Binet

WBZA-WBZ
(Synchronous Operation)
Springfield-Boston—1921
NBC

(See Boston Listing)

WJKO—Springfield—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
Owned-Oper. By Springfield Bdcstg. Co.
Address P. O. Box 898
Phone: REpublic 2-7487 Air Time: Daytime
News Service UP
Representative Gill, Perna, Nona Kirby
Sales Mgr. Earle G. Hewinson, Sr.
Gen. Mgr., Chief Eng. Chris M. Manitsas

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 Service UP
Representative H-R Reprs., R. C. Foster
Membership NARTB
President Gerald Harrison
Vice Pres. Carl S. Wheeler
Station Manager Robert Donahue

WTXL—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 Service UP
Transcription Service World
Representative Walker
Membership NARTB, RAB
Pres., Gen. Mgr. L. A. Reilly
Commercial Manager Holland D. Cameron
Program Director George Erwin
Station Mgr., Chief Engineer J. L. Spates

WSPR—Springfield—1936
ABC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By WSPR, Inc.
Business Address 63 Chestnut St.
Phone: 2-4182 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Representative Hollingbery Kettell-Carter
Membership NARTB
Pres., Gen. Mgr. Alan C. Tindal
Commercial Manager John J. Sullivan
Program Dir. Paul Monson
Chief Engineer Valentino Partyka

WPEP—Taunton—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Silver City Bcstg. Corp.
Address 174 Broadway
Phone: 4-7528 Air Time Daytime
News Service UP
Representative Walker Co.
President J. Marshall McGregor
Sta. Mgr. Joseph G. Quill
Commercial Mgr. Edwin Stawnlak
Production Dir. Charles S. Williams
Chief Engineer Lawrence Prado

**WARE—Ware—1945—KBS
MBS**

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bcstg. Corp.
Business-Studio Address.....East St.
Phone: Ware 1250.....Air Time: Daytime
News Service.....AP
Rep.....Grant Webb, Walker Co.
President.....H. Scott Killgore
Gen., Sta. Mgr.....William R. Sweeney
Comm., Sls. Prom. Mgr.....Thomas Sullivan
Prog., Pub. Dir.....L. L. Wintarski
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
Station Rep.....Good Music Broadcasters
Membership.....NARTB
Pres., Gen. Mgr.....Theodore Jones
Sta. Mgr.....Richard L. Kaye
Sales Mgr.....Theodore Jones
Prom. Mgr.....Fred L. Bosworth
Prog. Dir.....David S. MacNeill
Chief Eng.....Leonard Buckwalter

**WOCB—West Yarmouth—1940
MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....E. Anthony & Sons
Address.....South Sea Avenue
Phone: Hyannis 502.....Air Time: Full Time
Representative.....Walker
Newspaper Affil.....Standard Times
President.....Basel Brewer
Commercial Mgr.....Paul Stiles
Program Director.....Marilyn Boesse
Publicity Director.....E. Semprini
Chief Engineer.....Frank L. Lynch

**WAAB—Worcester—1931
MBS-YANKEE**

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by.....WAAB, Inc.
Business-Studio Address.....34 Mechanic St.
Phone: Pleasant 2-5611...Air Time: Full Time
News Service.....AP
Representative...Grant Webb, R. C. Foster
Pres., Gen. Mgr.....Gorge F. Wilson
Pub. Dir., Sls. Prom. Mgr.....H. Allen Whittemore
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 Service.....UP
Representative.....Bolling
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley

Commercial Mgr.....Edward T. McCann, Jr.
Chief Engineer.....Vernon P. Wilson

WORC—Worcester—1925

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....WORC, Inc.
Business-Studio Address.....4 Walnut St.
Phone: Pleasant 5-3101...Air Time: Full Time
Representative.....Forjoe, Kettell-Carter
President.....Robert F. Bryar
Gen., Sta. Mgr.....Kenneth Leslie
Commercial Mgr.....M. D. Morris
Prog. Dir.....Richard Smith
Chief Engineer.....Herman A. Gruzin

**WTAG—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 Affil.....Telegram & Gazette
News Service.....AP
Transcription Service.....Associated
Representative.....Henry L. Christal Co.
Membership.....NARTB, RAB
President.....Robert W. Booth
Vice Pres., Gen. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager.....Bernard J. La Plante
Prod., Pgm. Dir.....A. J. Briquette
Publicity Director.....John Hiser
Chief Engineer.....E. A. Browning

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

WABJ—Adrian—1945—ABC

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Oper. By Gerity Bcstg. Co.
Address 2982 Treat Rd.
Phone: Colfax 5-7123 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Membership NARTB, RAB
President James Gerity, Jr.
General Sta. Manager R. W. Cessna
Program Director J. O. Stone
Chief Engineer Galen Stutzman

WALM—Albion—1952—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
Owned-Oper. By Calhoun Bcstg. Co.
Address Box 346
Phone: 5065 Air Time: Daytime
News Service UP
General Manager M. H. Wirth
Sta. Mgr. Robert Cessna

WFYC—Alma—1948—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.
Address U. S. 27
Phone: 95 Air Time: Daytime
News Service UP
Membership RAB
Trans. Service Lang-Worth, World
General Manager David W. Sommerville

**WATZ—Alpena—1946
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address M-32 West
Phone: 1049 Air Time: Full Time
News Service AP
Representative Holman
General Manager Les Biederman
Station Manager Drew McClay
Chief Engineer William Kiker

**WHRV—Ann Arbor—1946
ABC**

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcstrs., Inc.
Address 4230 Packard Rd.
Phone: NO 2-4573 Air Time: Full Time
News Service AP
Representative Walker
Pres. Gen. Mgr. J. R. Chapman
Commercial Mgr. James H. Hopkins
Sls. Prom. Prog. Dir. Donald A. Herman
Publicity Dir. Susan E. Hammer
Chief Engineer Richard W. Johnston

WPAG—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

News Service AP
Representative Everett-McKinney, Inc.
Membership NARTB
Gen. Sta. Manager Edward F. Baughn
Commercial Manager Kenneth MacDonald
Program Dir. Albert Sanborn
Chief Engineer D. N. Bowdish

WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Operated By Port Huron Bdcstg. Co.
Address 935 S. Van Dyke Rd.
Phone: 1010 Air Time: Daytime
Rep. Gill, Perna-Michigan Spot Sales
Trans. Ser. Standard, Lang-Worth, Thesaurus
Gen. Mgr. John Wismer
Business Manager Jim Muehlenbeck

**WBCK—Battle Creek—1948
MBS**

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Address Security Natl. Bank Bldg.
Phone: 3-5555 Air Time: Full Time
News Service UP
Transcription Service World
Representative Burn Smith
Membership RAB
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, Standard
Representative Meeker
Membership NARTB, RAB
President Robert Miller
Gen. Sta., Comm. Mgr. P. J. Hailer
Program Director Jack Shoemaker
Publicity Director Jack Newman
Chief Engineer Earl J. Stone

**WBCM—Bay City—1928
ABC**

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.
Owned-Operated By Michigan Bcstg. Co.
Business-Studio Address Wenonah Hotel
Phone: 3-7551 Air Time: Full Time
News Service AP
Transcription Service World
Representative George P. Hollingbery
Membership RAB
President Robert H. Holmes
Gen. Sta. Mgr. Leo A. Iylha
Comm. Sales Prom. Mgr. Charles E. Anthony
Program Director Robert F. Benkleman
Chief Engineer Ralph H. Carpenter

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radio 800 kc

50,000
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Adam Young
National Representative

J. E. Campeau, Pres.
Guardian Bldg., Detroit

WHFB—Benton Harbor—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Oper. By Palladium Publ. Co.
Address Fairplain Ave., Benton Harbor
Phone: WALnut 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
Station Mgr. J. P. Scherer
Program Director Ray M. Turner
Comm. Mgr. John Chase

WBRN—Big Rapids—1953

Frequency: 1460 Kc. Power: 1 Kw., d.
Owned-Oper. By WBRN, Inc.
Address P. O. Box 825
Phone: 648 Air Time: Daytime
News Service AP
Transcription Service Lang-Worth, SESAC
Membership RAB
Representative Best
Pres., Gen., Sta., Comm. Mgr. Spencer Denison
Chief Engineer R. F. Cook

WATT—Cadillac—1945
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business-Studio Address U. S. 131, South
Phone: PR 5-7831 Air Time: Full Time
News Service AP
Transcription Service SESAC
Representative Hal Holman
President Les Biederman
General Manager Art Nyhus
Sales Manager M. L. Chandler
Chief Engineer Bill Kiker

WCBY—Cheboygan—1954

Frequency: 1240 Kc. Power: 250 Watts
Owned Straits Bcstg. Co.
Address Mackinaw Ave.
Phone: 554 Air Time: Full Time
Representative Best
Pres., Gen., Sta. Mgr. Richard E. Hunt
Commercial Mgr. Ben Morrow
Program Director Dick Welsh
Chief Engineer Norbert C. Poepelman

WTVB—Coldwater—1949

Freq: 1590 Kc. Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By Twin Valley Bcstrs, Inc.
Address Box 32
Phone: 1230 Air Time: Full Time
News Service AP
Trans. Service World, Thesaurus, Cole
Representative Hil F. Best
Membership RAB
President George Hosek
Gen., Sta. Mgr. E. Harold Munn, Jr.

Commercial Mgr. Gilbert N. Ketcham
Chief Engineer Virgil Royer

CKLW—Detroit-Windsor
1932—MBS

Frequency: 800 Kc. Power: 50,000 Watts
Owned-Oper. By Western Ontario Bcstg. Co.,
Add. Essex Bcstrs., Guardian Bldg., Detroit 26
Phone: 4-1155 Air Time: Full Time
News Service INS, UP
Representative Adam Young
Transcription Service World, Thesaurus
Membership NARTB
President, General Mgr. J. E. Campeau
Dir., Oper. S. C. Ritchie
Commercial Manager E. Wilson Wardell
Program Director John Gordon
Publicity Director Art Gloster
Chief Engineer W. J. Carter
(See Page 471)

WJBK—Detroit—1926

Freq: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By Storer Bcstg. Co.
Business-Studio Address Second & Bethune
Phone: TR 3-7400 Air Time: Full Time
News Service INS, AP
Representative Katz Agency
Membership NARTB, RAB
President George B. Storer, Sr.
Managing Director Harry Lipson
Ass't Managing Dir. Gar Meadowcroft
Chief Engineer Paul O. Frincke

WJLB—Detroit—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Booth Radio & TV Stas.
Business Address 3100 Broderick Tower
Phone: WOODward 5-2000 Air Time: Full Time
News Service AP
Membership NARTB
Representative ForJoe
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

WJR—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. Stebert
Pub. Rel. Dir. James Quello
V.P., Operations Mgr. F. S. Moore
Sales Manager Elmer O. Wayne
Prog. Mgr. Ron Gamble
Chief Engineer A. Friedenthal



Stars and Hosts of WXYZ-TV's daytime shows

Look what WXYZ-TV delivers in the Detroit market

Even against network competition, the well known WXYZ-TV personalities who are stars and hosts capture an extra large share of total daytime audience. Between noon and 6:00 P.M., WXYZ-TV's share runs as high as 40%. Represented nationally by Blair TV.

34%
of daytime audience
in 4 station market



WXYZ disc jockeys Ed McKenzie, Fred Wolf, Paul Winter

Look what WXYZ RADIO delivers in the Detroit market

WXYZ captures the largest share of daytime radio audience in Detroit. What's more, WXYZ's exclusive mobile radio studio wins an extra large car radio bonus by broadcasting from heavy traffic intersections. Represented nationally by John Blair and Company.

17%
of daytime audience
in 9 station market

WKMH—Detroit—1946

Freq.: 1310 Kc. Power 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... WKMH, Inc.
 Address..... WKMH Bldg., Dearborn
 Phone: Tiffany 6-8500. Air Time: Full Time
 News Service..... UP
 Representative..... Headley-Reed
 Membership..... NARTB
 Pres., Gen. Mgr..... F. A. Knorr
 Managing Dir..... John J. Carroll

WWJ—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
 Transcription Service..... Thesaurus
 Representative..... Free-Peters, McDermott
 Membership..... NARTB, RAB
 President..... Warren S. Booth
 General Manager..... Edwin K. Wheeler
 Asst. Gen. Mgr..... Don DeGroot
 Program Mgr..... M. C. Wissman
 National Sales Mgr..... Robert J. McIntosh
 Sales Prom. Mgr..... Glen Kyker
 Business Mgr..... Henry C. Rogers
 Chief Engineer..... E. J. Love

WXYZ—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..... RAB
 President..... James G. Riddell
 Commercial Manager..... Harold L. Neal
 Publicity Dir..... M. Mogge
 Sales Mgr..... Robert W. Koch
 Sales Prom. Mgr..... Robert Baldrica
 Chief Engineer..... Charles Kocher

(See Page 473)

WBBC—Escanaba—1941

MBS

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Operated By..... Delta Bcstg. Co.
 Business-Studio Address..... 606 Lud St.
 Phone: 3190-1. Air Time: Full Time
 News Service..... AP
 Membership..... RAB
 Representative..... Walker
 Pres., Gen. Mgr..... George D. Lindenthal
 Station Manager..... F. J. Lindenthal
 Program Director..... Vince Casey
 Publicity Director..... Wm. J. Duchaine
 Chief Engineer..... Henry C. Olsen

WESK—Escanaba—1953

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Northern Bcstg. Corp.

Address..... Sault Ste. Marie
 Phone: MELOSE 2-2231. Air Time: Full Time
 News Service..... UP
 Transcription..... Thesaurus
 Membership..... NARTB
 President..... Stanley R. Pratt
 General Manager..... Russell J. Staffeld
 Sta., Comm. Mgr..... Robert Wagner
 Program Director..... Don Siste
 Chief Engineer..... Richard Deitz

WAMM—Flint—1955

Frequency: 1420 Kc. Power: 500 W. d.
 Owned-Oper. By..... Binder-Carter-Durham, Inc.
 Address..... 3506 E. Kearsley St.
 News Service..... UP
 Pres., Gen. Mgr..... Richard S. Carter
 Vice-Pres., Prog. Mgr..... Ernest L. Durham

WBBC—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
 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

WFDF—Flint—1922—NBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By..... The Trebit Corp.
 Address..... Garland at First Ave.
 Phone: CE 2-7158. Air Time: Full Time
 Transcription Service..... Standard, Thesaurus
 Representative..... Katz
 Membership..... NARTB, RAB
 President..... Harry M. Bitner, Jr.
 Gen., Sta. Mgr..... Lester W. Lindow
 Comm., Sales Prom. Mgr..... Marvin Levey
 Program Director..... Elmer A. Knopf
 Chief Engineer..... Gerald Wolpert

WKMF—Flint—1952

Frequency: 1470 Kc. Power: 1 Kw.
 Owned..... Knorr Bcstg. Corp.
 Address..... 112 W. Water St.
 Phone: 9-7608. Air Time: Full Time
 Station Rep..... Mich. Spot Sls., Headley-Reed
 Membership..... NARTB
 Pres., Gen. Mgr..... Fred A. Knorr
 Managing Director..... W. Eldon Garner

WMRP—Flint—1946—KBS

Frequency: 1570 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Methodist Radio Parish, Inc.
 Address..... 3217 Lapeer St.
 Phone: GE 3-5112. Air Time: Daytime
 Representative..... Best
 News Service..... UP
 President..... Herbert Hausser
 Gen., Sta. Mgr..... William H. Morford
 Commercial Mgr..... Virgil Lewis
 Chief Engineer..... Duane Mrohs

WTAC—Flint—1946—ABC

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned Founders Corp.
 Address 420 Lexington Ave., N. Y. C.
 Phone: MU 6-4686 Air Time: Full Time
 Transcription Service World
 Station Representative Hollingbery
 News Service UP
 President John M. Shaheen
 Station Mgr. David Mendelsohn
 Program Director B. Burge
 Nat. Sls. Mgr. T. J. Warner
 Publicity Dir. E. Berryman
 Chief Engineer Robert Wheaton

WBFC—Fremont—1954

Frequency: 1490 Kc. Power: 100 Watts
 Owner Paul A. Brandt
 Address Box 231
 News Service AP
 Station Mgr. Al McGuire
 Program Dir. Ward Mayrand
 Chief Eng. I. L. Homan

WATC—Gaylord—1950
 MBS

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
 Gen. Mgr. Les Biederman

WFUR—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 McGilvra
 Pres., Gen., Sta. Mgr. William Kuiper, Sr.
 Commercial Manager Peter Vanden Bosch
 Sls. Prom., Pub. Dir. William Kuiper, Jr.
 Chief Engineer Gilbert Waite

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
 Membership NARTB
 Pres., Gen. Mgr. Paul F. Eichhorn
 Comm. Mgr., 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 Fetzner Bdcstg. Co.

Address Pantlind Hotel
 Phone: Glendale 6-8512 Air Time: Full Time
 News Service AP
 Representative Avery-Knodel, Inc.
 Membership NARTB, RAB
 President John E. Fetzner
 Station, Sales Manager Martin Giaino

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 AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB, RAB
 President Leonard A. Versluis
 V.P., Gen. Mgr. Lee G. Stevens

WMAX—Grand Rapids—1954

Frequency: 1480 Kc. Power: 500 Watts d.
 Owner WMAX, Inc.
 Address 113 Lyon, N.W.
 Phone: GI 6-8621 Air Time: Daytime
 News Service UP
 President Joseph C. Hooker
 General Manager Chas. A. Sprague
 Commercial Mgr. Joe Hooker
 Promotion Mgr. Ed Fitzgerald

WOOD—Grand Rapids—1924
 NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 120 College Ave., S.E.
 Phone: GI 9-4125 Air Time: Full Time
 News Service AP
 Representative Katz Agency
 Membership NARTB, RAB
 President H. M. Bitner, Jr.
 General Mgr. Willard Schroeder
 Radio Sales Mgr. Michael Lareau
 Program Director Clark, Grant
 Promotion Mgr. John Dragonier
 Publicity Director Sharon Schneider
 Chief Engineer Louis Bergenroth

WBSE—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.
 Owned-Operated By Baw Beese Bcstrs., Inc.
 Address 92½ Broad St.
 Air Time Full Time
 Representative Best
 News Service AP
 Transcription Thesaurus
 Membership NARTB
 President Stanley White
 Station Manager E. H. Munn, Jr.

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
 Transcription Service World
 Representative Best
 President W. A. Butler
 Gen. Sta. Mgr. 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 Houghton
 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.
 Phone: Greenwood 8-3040 .. Air Time: Daytime
 News Service AP
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Robert D. Dimer
 Secretary Treasurer 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
 Membership NARTB
 President Monroe MacPherson, Sr.
 Publicity Dir. Ben Thompson
 Commercial Mgr. Kenneth R. Chapin
 Program Director W. M. MacPherson
 Chief Engineer Erwin Fuller

WMIQ—Iron Mountain—1947
ABC

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
 General Manager William C. Johnson

WIKB—Iron River—1949
MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Address Iron River Natl. Bank
 Phone: 102 Air Time: Full Time
 Representative Walker
 News Service AP
 Membership NARTB
 General Manager Bud Shields
 Program Dir. Milo Jordan
 Sls. Manager Bob Campbell

WJMS—Ironwood—1931
MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By... Upper Mich.-Wis. Bcstg. Co.
 Business-Studio Address Ironwood
 Phone: 20 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President, Gen. Mgr. William L. Johnson
 Program Director Laura Johnson
 Comm. Mgr. Lincoln Mayo
 Publicity Dir. Len 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
 Membership NARTB
 President J. P. Deegan
 General Manager Mrs. J. P. Deegan
 Manager Bob Olson

WIBM—Jackson—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned Booth Radio & TV Stations, Inc.
 Address 2511 Kibby Rd.
 Phone: 8121 Air Time: Full Time
 Station Representative For Joe
 Pres., Gen. Mgr. John L. Booth
 Managing Director George P. Lasley

WKHM—Jackson—1951
MBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned Jackson Bcstg. & Tele. Corp.
 Address 441 Wildwood
 Phone: 4-7181 Air Time: Daytime
 Representative Headley Reed
 Membership NARTB
 Pres., Gen. Mgr. Fred A. Knorr
 Managing Director Merritt W. Greene

WKMI—Kalamazoo—1947

Frequency: 1360 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Steere Bcstg. Co.
 Business-Studio Address...State Theatre Bldg.
 Phone: 4-0111.....Air Time: Full Time
 News Service**UP**
 RepresentativeForjoe
 Membership**NARTB**
 President.....Howard D. Steere
 Station Manager.....Emil J. Popke, Jr.
 Commercial Mgr.....Barney Doyle
 Prog. Dir.....Dan Daniels
 Chief Engineer.....Kenneth Farrance

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 ServiceThesaurus
 RepresentativeAvery-Knodel
 Membership**NARTB, RAB**
 President.....John E. Fiezer
 V. P. & Mgr. Dir.....Carl E. Lee
 Sales Service Director.....John W. O'Harrow
 Program Director.....Charles T. Lynch
 Publicity Dir.....Robert Dye
 Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....**Lansing Bcstg. Co.**
 Bus.-Studio Address.....407 N. Washington
 Phone: IV 2-1655.....Air Time: Full Time
 News Service**AP**
 RepresentativeVenard
 Pres., Gen. Comm. Mgr.....John C. Pomeroy
 Station Manager.....David Froh
 Sales Prom. Mgr., Pub. Dir.....Stanley Kirby
 Program Director.....Dick French
 Chief Engineer.....John Whitacre

WJIM—Lansing—1934—ABC
NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....Saginaw & Howard Sts.
 Phone: IVanhoe 2-1333....Air Time: Full Time
 News Service**UP**
 Transcription Service.....Standard
 RepresentativePetry
 Membership**NARTB**
 President.....Harold F. Gross
 Vice-PresidentHoward K. Finch
 Program Dir.....Ken Richards
 Chief Engineer.....Chas. I. Brady



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

KALAMAZOO AND BATTLE CREEK

MICHIGAN'S BEST REGIONAL BUY

INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)



• **NOW 5000 WATTS**

• Covering 1,719,000 Population in primary markets

• 270,000 in Metropolitan Kalamazoo • Battle Creek

• 84,000 Prosperous commercial farms

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

WKLA—Ludington—1944
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Raymond A. Plank
Address: East Ludington Ave.
Phone: 1450 Air Time: Full Time
News Service UP
Representative: Best
Membership: NARTB, RAB
Pres., Gen. Sta. Mgr., Ch. Eng.: Ray, A. Plank
Comm., Sls. Prom. Mgr.: C. J. Hagerman
Program Director: Tom Roy
Publicity Dir.: Gordon J. Anderson

WMTE—Manistee—1951
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Manistee Radio Corp.
Address: Box 322
Phone: 1340 Air Time: Full Time
News Service AP
Trans. Ser.: Thesaurus
Representative: Best
General Manager: Stephen Cole

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
Vice President: W. R. Drysdale
General Manager: Harry C. Coughlin

WDMJ—Marquette—1931
MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Lake Superior Bcstg. Co., Inc.
Bus. Studio Address: 294 W. Washington St.
Phone: CAnal 6-3524 Air Time: Full Time
Newspaper Affil.: Mining Journal
News Service UP
Transcription: Thesaurus
Membership: NARTB, RAB
General Manager: Frank J. Russell, Jr.
Gen., Sta., Comm. Mgr.: Robert Luke
Program Director: Eldon Wallace
Chief Engineer: Gordon Brozek

WMAW—Menominee—1952
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Men-Mar Bcstg. Co.
Phone: 8-4651 Air Time: Full Time
News Service UP
Transcription Service: World
Pres., Gen. Sta. Mgr.: Vernon Uecker
Commercial Mgr.: Ed Swartzby
Sales Promotion Mgr.: Tom Ferega
Program Dir., Chief Eng.: Larry Koesling
Publicity Dir.: Elaine Mottard

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

WMDN—Midland—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Rich Publ. House, Inc.
 Address.....2500 Swede Rd.
 Phone: Temple 9-9988.....Air Time: Full Time
 News Service.....AP
 T.anscription Service...Lang-Worth, Thesaurus
 Station Rep.....Hil F. Best
 Membership.....RAB
 President.....Phillip T. Rich
 General Mgr.....Peter A. Wolf
 Program Director.....Hal Shore

WCEN—Mt. Pleasant—1949

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
 President.....Paul A. Brandt
 Manager.....Russell Holcomb

WKBZ—Muskegon—1926
 ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By.....Ashbacker Radio Corp.
 Business-Studio Address.....432 Apple Ave.
 Phone: 2-6051.....Air Time: Full Time
 News Service.....AP
 Trans. Serv.....Thesaurus
 Representative.....Meeker
 Pres., Gen. Sta., Comm. Mgr.....Arch Shawd
 Program Director.....W. L. Trap
 Pub. Dir., Sales Prom. Mgr.....B. L. Bennett
 Chief Engineer.....George Krivitzky

WKNK—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. Kuris
 Program Director.....Esther Rynberg
 Chief Engineer.....Henry Spahr

WMUS—Muskegon—1947

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., Sta., Comm. Mgr.....Dalton C. Hille
 Prog., Pub. Dir.....Emily Kadlec
 Chief Engineer.....Sam Lombardi

WOAP—Owosso—1947—KBS

Frequency: 1080 Kc. Power: 250 Watts d.

Owned-Operated By.....Owosso Bcstg. Co.
 Address.....Owosso
 Phone: 980.....Air Time: Daytime
 Representative.....Joseph Hershey McGillvra
 President.....J. E. Campbell
 General Manager.....M. H. Wirth
 Sta., Comm. Prog. Mgr.....Merrill Walker
 Chief Engineer.....Fran Bowles

WMBN—Petoskey—1946
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Bus-Studio Address.....Traverse City
 Station Representative.....Holman
 General Manager.....Les Biederman

WCAR—Pontiac—1955

Frequency: 1130 Kc. Power: 1 Kw., d.
 Owned-Operated By.....WCAR, Inc.
 Address.....Box 55
 Phone: FE 3-7141.....Air Time: Days
 Representative.....Pearson
 News Service.....AP, UP, INS
 General Manager.....H. Y. Levinson
 Supervisor of Sales.....Danny Shaver
 Commercial Manager.....William G. Lenhard
 Production Manager.....Lawrence W. Bova

WPON—Pontiac—1954

Frequency: 1460 Kc. Power: 500 Watts

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 STATION IN
 WEST MICHIGAN . . .

NOW . . . and for the
 Past 30 Years!

WKBZ
 850 kc. ABC-Radio
 Greater Muskegon

To Buy West Michigan's
Largest Radio Audience

contact
Robert Meeker Associates

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
 Membership..... NARTB, RAB
 President..... James Gerity, Jr.
 General Manager..... O. W. Myers
 Station Manager..... Larry Payne
 Commercial Mgr..... W. L. Belaney
 Chief Engineer..... Elwood Brown

WHLS—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..... Thomas G. Sicklesteel
 Comm. Mgr..... John Shepard
 Program Director..... J. E. Shavnon
 Chief Engineer..... Harold Oliver

WTHH—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
 Newspaper Affil..... Times-Herald
 Membership..... NARTB, RAB
 Pres., Exec. V.P..... F. Granger Weil
 General Manager..... R. S. Sommerville
 Chief Engineer..... Kenneth Kunze

WHAK—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
 Transcription Service..... Thesaurus
 Pres., Gen., Sta. Mgr..... Harvey A. Klann
 Comm., Sales Prom., Pub. Mgr..... Albert Klann
 Program Director..... H. E. Brege

WEXL—Royal Oak—1923

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Sparks Bcstg. Co.
 Business Address..... Box 190
 Phone: Jordan 4-6524..... Air Time: Full Time
 News Service..... AP, INS
 Transcription Service..... Thesaurus
 Station Representative..... Gill-Perna
 Membership..... NARTB
 Pres., Gen. Mgr..... Jacob B. Sparks
 Manager..... Gordon A. Sparks
 Sales Manager..... Ernest Holder
 V.P., 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.
 Phone: 3-4471..... Air Time: Daytime
 News Service..... UP
 Representative..... Gill-Perna
 Transcription Service..... World
 Membership..... NARTB, RAB
 Pres., Gen. Mgr..... William J. Edwards
 Vice-President..... Hon. Alvin M. Bentley
 Station Manager..... Howard H. Wolfe
 Sales Prom. Mgr..... Henry Scott
 Commercial Mgr..... R. M. Chandler
 Business Manager..... L. L. Purvis
 Program Director..... Paul Carey
 Chief Engineer..... Max W. Thomas

WSAM—Saginaw—1942
NBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Knorr Bcstg. Corp.
 Address..... 2435 Holland Ave.
 Phone: 2-8161..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Headley-Reed Co.
 Membership..... NARTB
 Pres., Gen. Mgr..... Fred A. Knorr
 Managing Dir..... Vincent Piccard

Pitch a Ringer

in the

Thumb of Michigan

with this

Combination

of

WHLS + WLEW

for "plus" coverage of a prosperous urban and outstanding agricultural area in the center of Eastern Michigan's best vacationland. "PLUS" coverage where it counts.

WHLS — Port Huron
Bad Axe — WLEW

See the man from
Gill-Perna, Inc.

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.....Thesaurus
News Service.....AP
Pres., Mng. Dir.....John L. Booth
V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips
Program Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO—Sault Ste. Marie
1940—ABC

Freq.: 1230 Kc. Power: 250 W. d., 100 W. 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, SESAC

President.....Stanley R. Pratt
General Mgr.....Richard Y. Burnett

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
Representative.....Hil B. Best
Membership.....RAB
General Manager.....E. Harold Munn Jr.
Station Manager.....Bob Geerdes

WTCM—Traverse City—1941
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Address.....Paul Bunyan Bldg.
Phone: 2700-1.....Air Time: Full Time
Representative.....Hal Holman Co.
Membership.....NARTB
General Manager.....Les Biederman

MINNESOTA

Pop. Feb. 1, 1956 (Est.) 3,115,000—Families 905,000
Radio Homes 869,000—TV Homes 642,356—Stations in State 50

KASM—Albany—1950—KBS

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone: 53005.....Air Time: Daytime
Station Rep.....Continental, UMBS Sales
President.....William Blattner
General Manager.....Urban J. Keppers
Promotion Mgr.....Dale Howard

KATE—Albert Lea—1937
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owner...Albert Lea-Austin Bcstg. Co., Inc.
Address.....332 South Broadway
Phone: 2-38.....Air Time: Full Time
Representative.....Meeker, Bulmer & Johnson
Membership.....RAB
President.....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Program Director.....Dale Dickerson
Chief Engineer.....Robert Holt

KXRA—Alexander—1949
KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Alexandria Bcstg. Co.
Address.....1315 Broadway
Phone: R0ckwell 3-3131...Air Time: Full Time
News Service.....UP
Transcription Service.....Keystone
Representative.....Upper Mid-West Bcstg.
Membership.....NARTB
Pres., Comm., Sales Prom. Mgr...E. Q. Walters
Station Manager.....Kenneth A. Tessmer
Publicity Director.....Ercel Agg
Program Director.....K. C. Bechtel
Chief Engineer.....Kenneth Olson

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: HE 3-8836...Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
President.....Chet Weseman
Gen., Sta. Mgr., Prog. Dir...Gene P. Loffler
Commercial Manager.....Ken Soderberg
Chief Engineer.....Phil Melone

KBUN—Bemidji—1946
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Butler Bcstg. Co., Inc.
Business-Studio Address...511 Beltrami Ave.
News Service.....UP
Transcription Service.....World
Representative.....UMBS Sales
Gen. Mgr.....Edward W. Butler

KLIZ—Brainerd—1946

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
Phone: 2853.....Air Time: Daytime
News Service.....AP
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
President, General Manager...E. T. O'Brien
Sta. Comm., Sales Prom. Mgr...Earl R. Johnson
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
 Membership NARTB
 Transcription Service Standard
 General Manager H. M. Griffith

WKLK—Cloquet—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Cloquet Bcstg. Co.
 Address: Reliable Bldg.
 Phone: 4-6725 Air Time: Full Time
 News Service UP
 Transcription Service Keystone
 General Manager Richard A. Rall

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
 Transcription Service Thesaurus, World
 Rep. Donald Cook, Tracy Moore.
 Upper Midwest Bcstg.
 President Jerome A. Dahlberg
 General Manager William J. Kiewel
 Sales Prom. Mgr. E. R. Melbye
 Chief Engineer Earl Handyside

KDLM—Detroit Lakes—1951
KBS

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 UP
 Transcription Service World
 Representative Upper Mid-West Bcstg.
 Pres., Gen. Sta., Mgr. G. L. Fox
 Program Director Louis Wagner
 Commercial Mgr. Norman Engstrom
 Chief Engineer Dona Van Torbenston

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. Deltman

WEBC—Duluth—1924
NBC

Frequency: 560 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
 Rep. Hollingsbery, Bulmer & Johnson
 Vice Pres. W. C. Bridges
 General Manager Robert J. Rich
 Prog am Director Dennis Murphy

WELY—Ely—1954—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owner: Charles B. Persons
 Phone: Ely 744 Air Time: Full Time
 News Service UP
 Transcription Service World
 Station Mgr., Chief Eng. Charles B. Persons
 Sls. Prom. Mgr. Mark Whitney
 Program Director Scott Dudley

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 UMBS Sales
 Membership NARTB
 Owner Carl Bloomquist
 General Manager Arthur F. Nelson

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, Upp, Midwest Bcstg.
 Trans. Serv. Thesaurus
 Membership NARTB, RAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Commercial Mgr. E. V. Ohrt
 Sales Prom. Mgr. V. H. Halligan
 Program Director James L. Barkley
 Chief Engineer Lawrence Lawson

KDHL—Faribault—1948

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By: KDHL Bdcstg. Co.
 Business-Studio Address: 213 Central Ave.
 Phone: 4-4345 Air Time: Full Time
 News Service UP
 Transcription Capitol, World, Standard
 Representative UMBS
 Membership NARTB, RAB
 General Mgr. J. E. Hyde, Jr.
 Commercial Mgr. Palmer Grayson
 Program Director Tom Bachrach

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
Station Manager.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KTOE—Mankato—1950
ABC

Freq.: 1420 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address.....Box 550
Phone: 4537.....Air Time: Full Time
News Service.....UP
Representative.....Pearson
President.....H. W. Linder
Gen., Sta., Comm. Mgr.....D. O. Linder
Program Director.....John Taibott
Publicity Director.....Wayne Hill
Chief Engineer.....Steve Wolf

KOZY—Grand Rapids—1948
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone: Fairview 6-3446. Air Time: Full Time
Membership.....RAB, NARTB
Pres., General Manager...Robert D. Kennedy
Program Director.....Bud Germ
Chief Engineer.....Ross A. Fessenmeyer

KYSM—Mankato—1938
NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Phone: 4873.....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

WMFG—Hibbing—1935
NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Address.....WMFG Bldg., W. 37th St.
Phone: AM 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
Sales Prom., Prog., Pub. Dir....W. Saunders
Chief Engineer.....Norman Gill

KMHL—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

KDUZ—Hutchinson—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By.....McLeod Co. Bcstg.
Address.....Highway 15
Phone: 1555.....Air Time: Daytime
Representative.....Best
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Pearl MacClod
Station Manager.....Duke Fruck
Sales Prom. Mgr.....C. R. Splitterger
Chief Engineer.....Darrel Gander

KEYD—Minneapolis—1948

Frequency: 1400 Kc. Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Address.....Foshay Tower
Phone: Fillmore 8811.....Air Time: Daytime
News Service.....AP, UP
Representative.....H-R
Membership.....NARTB, RAB
President.....Leslie C. Park
Managing Director.....R. M. Purcell
Commercial Mgr.....Lee L. Whiting
Sales Prom., Pub. Mgr.....Jim McGovern
Program Dir.....J. Randolph Norris
Chief Engineer.....Harvey V. Headen

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
Transcription Service.....World, Capitol
Pres., Gen. Sta. Mgr.....John H. Lemme
Program Director.....S. H. Sabean
Commercial Manager.....Richard J. Rudeck
Program Director.....Gordon Lommen

WCCO—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: Federal 2-1202.....Air Time: Full Time
News Service.....AP, UP, INS
Transcription Service.....Standard

Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
Exec. V. P.....F. Van Konynenburg
General Manager.....Larry Hoeg
Sales Manager.....Phil Lewis
Director Research.....C. H. Smith
Program Director.....Bob McKinsey
Prom., Pub. Dir.....C. Kaufman
Chief Engineer.....Kermit Sueker

WDCY—Minneapolis—1923

MBS

Freq.: 1130 Kc. Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Address.....609 2nd Ave. So.
Phone: Bridgeport 2271 Air Time: Full Time
News Service.....UP
Representative.....Avery-Knodel
Transcription.....Thesaurus
General Mgr.....Stephen B. Labunski
Commercial Manager.....Samuel N. Nemer
Program Director.....Donald A. Loughname
Chief Engineer.....Kenneth Olson

WLOL—Minneapolis—1940

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By.....BFR Bcstg. Co.
Address.....554 Northwestern Bank Bldg.
Phone: Atlantic 0406 Air Time: Full Time
News Service.....UP, AP
President.....Larry Bentson
Gen. Comm. Mgr.....Wayne Williams
Prom., Pgm. Dir.....Ray Christianson
Chief Engineer.....Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Oper. By.....People's Bdcstg. Co.
Address.....1133 Stinson Blvd.
Phone: Sterling 9-4356 Air Time: Daytime
Representative.....Indie Sales, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Commercial Mgr.....Merle T. Forland
Sales Prom. Mgr.....Jack I. Moore
Prog., Pub. Dir.....Mrs. B. A. Stewart
Chief Engineer.....Ken Hanson

WTCN—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: Full Time
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Katz Agency
Membership.....NARTB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Miller C. Robertson
Commercial Mgr.....Bill Daley
Prom. Mgr., Pub. Dir.....M. J. "Clipper" Smith
Program Director.....Sev Widman
Chief Engineer.....Joseph Kahnke

KDMA—Montevideo—1951

ABC

Frequency: 1450 Kc. Power: 100 Watts
Owned-Oper. By.....Midwest Bcstg. Corp.
Phone: 8891 Air Time: Full Time
News Service.....AP
Representative.....Pearson
Pres.....H. W. Linder
Gen. Mgr.....Willard Linder
Sta. Mgr., Chief Engineer.....Richard Beekman

KVOX—Moorhead—1937

MBS

Frequency: 1280 Kc. Power: 1 Kw.
Owned-Operated By.....KVOX Bcstg. Co.
Address.....Box 437
Phone: 3-1522 Air Time: Full Time
News Service.....UP
Representative.....Walker
President.....E. J. McKellar
Gen. Station Mgr.....M. M. Marget
Commercial Mgr.....R. L. Owens
Pub. Director.....T. P. Hannaher
Chief Engineer.....J. Teiken

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
General Manager.....George E. Korenchen

KOBK—Owatonna—1950

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....307 Vesterby Bldg.
Phone: 2359 Air Time: Daytime
News Service.....UP
President.....Harry Bulow
Gen. Mgr.....H. Bulow, Jr.

KLOH—Pipestone—1955

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By.....Pipestone Bcstg. Corp.
Address.....118 W. Main St.
Phone: 1480 Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus
President.....C. B. Thomas
General Manager.....J. F. Kauper

KCVE—Red Wing—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Red Wing Bdcstg. Co.
Address.....Highway 58, Red Wing
Phone: 3511 Air Time: Daytime
News Service.....AP
Sec'y-Treas.....Maxine Jacobs

KLGR—Redwood Falls—1954

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By: KLGR Bcstg. Co.
 Address: 209 S. Washington St.
 Phone: 2989 Air Time: Full Time
 Representative: Pearson
 Owner: H. W. Linder
 General Manager: Willard Linder
 Comm. Mgr.: Ward Shaw

**KROC—Rochester—1935
NBC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Minnesota Bcstg. Co.
 Address: 100 1st Avenue Bldg.
 Phone: 3924 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Meeker
 Membership: RAB
 P. resident: Mrs. Gregory P. Gentling
 Gen., Comm. Mgr.: G. David Gentling
 Sta. Mgr., Prog. Dir.: Cal Smith
 Sales Prom. Mgr., Pub. Dir.: Jerry Reiner
 Chief Engineer: Bill Witte

**KFAM—St. Cloud—1938
NBC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Times Publ. Co.
 Address: Weber Bldg.
 Phone: Blackburn 2-1551 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Pearson
 Membership: NARTB
 President: Frederick C. Schilplin
 Gen., Sta. Mgr.: D. F. Rainsbenger
 Sales Prom., Comm. Mgr.: Jack W. Lund
 Program Director: C. J. Willms
 Publicity Director: L. Hemberger
 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
 Phone: Bl 1-4422 Air Time: Daytime
 Newspaper Affil.: Portage Daily Reg.
 Transcription Service: World
 News Service: UP
 Representative: Rambeau
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: John Haerle
 Program Director: Van Vander Ark
 Chief Engineer: Vincent Stephens

**KSTP—St. Paul-Minneapolis
1928—NBC**

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned By: KSTP, Inc.
 Bus-Studio Address: 3415 University Ave.
 Phone: Midway 5-2717 Air Time: Full Time

News Service: AP
 Transcription Service: Thesaurus, SESAC
 Representative: Edward Petry
 Membership: NARTB
 President, Gen. Mgr.: Stanley E. Hubbard
 Nat. Sales Mgr.: Byron Anderson
 Exec. V.P., Treas.: K. M. Hance
 Production Supervisor: D. Brooks Henderson
 Promotion-Publicity Director: Wm. Davey
 Chief Engineer: William S. Sadler

WMIN—St. Paul—1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Franklin Bcstg. Co.
 Address: 611 Frontenac Place
 Phone: Ml 5-7757 Air Time: Full Time
 News Service: AP
 Representative: Headley Reed Co.
 V.P., Gen. Mgr.: Wm. F. Johns, Jr.
 Sales Mgr.: Jack Hazlett
 Program Director: Ralph R. Smith

WCOW—South St. Paul—1951

Frequency: 1590 Kc. Power: 5000 Watts d.
 Owned-Oper. By: WCOW Broadcasting Co.
 Address: 158 White Bear Ave.
 Phone: VA 5588 Air Time: Daytime
 News Service: UP
 Representative: Wm. G. Rambeau Co.
 Station, Sales Mgr.: Charles Loufek
 Program Director: Gene Taylor

**WSHB—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
 General Manager: Richard Power

**KTRF—Thief River Falls
1947**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KTRF Radio Corp.
 Address: Thief River Falls
 Phone: 13 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Bulmer & Johnson, Inc.
 Membership: RAB
 Pres., Gen. Mgr.: Don Olsen

WHLB—Virginia—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Head of the Lakes Bcstg.
 Address: WHLB Bldg.
 Phone: Virginia 2000 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Hollingbery, Bulmer & Johnson
 Gen. Mgr.: Harold J. Parise
 Station Manager: Baldino W. Rodorigo

KWAD—Wadena—1948
MBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Associated Bcstrs., Inc.
Bus.-Studio Address: First Natl. Bank Bldg.
Phone: 920 Air Time: Full Time
News Service UP
Representatives: Bulmer & Johnson
General Manager: Martin T. Obie
Program Director: Robert Hunt
Chief Engineer: Howard Helland

KWLM—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 AP
Transcription Service Cole
Representative: John E. Pearson
Membership NARTB
President: H. W. Linder
Sta. Mgr.: Willard Linder
Commercial Manager: Jack Lynch
Chief Engineer: Francois Peterson

KWNO—Winona—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Winona Radio Service
Business-Studio Address: 216 Center St.
Phone: 3313 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: Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: Worthington Bcstg. Co., Inc.
Address: Hotel Thompson
Representative: Bulmer & Johnson
Membership: NARTB
President: R. W. Olson
General Manager: R. E. Shepard

MISSISSIPPI

Pop. Feb. 1, 1956 (Est.) 2,210,000—Families 577,000
Radio Homes 555,000—TV Homes 249,246—Stations in State 62

WMPA—Aberdeen—1951

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Prairie Bcstg. Co.
Address: Darracott Rd.
Phone: 1050 Air Time: Full Time
News Service UP
General Manager: E. O. Roden
Station Manager: Glenn Slayton
Comm. Mgr., Prog. Dir.: Helen McShane
Sales Prom. Mgr.: Jack Jarvis
Chief Engineer: A. D. Wygul

WAMY—Amory—1955

Frequency: 1580 Kc. Power: 250 Watts
Owner: Charles C. Boren, Jr.

WBLE—Batesville—1953
KBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Panola Bcstg. Co.
Address: Drawer No. 73
Phone: 7266 Air Time: Daytime
News Service AP
Transcription: Thesaurus
Representative: Hil F. Best
Co-Owner, Gen. Mgr.: Harold B. McCarley
Co-Owners: Travis A. Palmer,
James E. Hartness
Chief Engineer: Norman R. Phillips

WLOX—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
Transcription Service: Standard, World
News Service UP
Representative: Holman
Membership: NARTB
President: James S. Love, Jr.
General Manager: Ray Butterfield
Commercial Manager: Thomas B. Majure
Sales Prom. Mgr.: Richard Kettering
Program Director: Cecil Curtis
Chief Eng.: Thomas B. Majure

WVMI—Biloxi—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone: 7001 Air Time: Daytime
Rep.: John Hershey McGillvra
Transcription Service: Thesaurus
Membership: RAB, NARTB
News Service UP
Pres., Gen., Sta. Mgr.: Odes E. Robinson
Program Director: Richard Crans
Publicity Dir.: Hczel P. Crans
Chief Engineer: Odes E. Robinson, Jr.

WBIP—Booneville—1950
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.
Address: Highway No. 45-S
Phone: 678 Air Time: Full Time
Gen. Mgr.: E. O. Roden
Comm. Mgr.: Don Moore
Program Director: Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address.....Entrican Bldg.
Phone: 1076.....Air Time: Day Time
News Service.....AP
Membership.....NARTB
General Sales Mgr.....W. M. Jones
Traffic Manager.....Rita Coker

WJMB—Brookhaven—1948

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

WDOB—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.....Roy Harris
Commercial Mgr.....Billy Harris
Sales Prom. Mgr.....Martha Wren
Program Director.....Ronnie Chrisco
Chief Engineer.....Emil G. Wasilowski

WGLC—Centreville—1951

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By...Southern Bcstg. Co.
Address.....Hiway 25
Phone: 4001.....Air Time: Daytime
News Service.....UP
Transcription Service.....Capitol
Representative.....Continental Radio Sales
President.....Alvin Sansing
Commercial Mgr.....C. W. Wright
Chief Engineer.....Winston Hayes

WKDL—Clarksdale—1955

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By...Coahoma Bcstg. Co.
Address.....1 State St.
Phone: MAin 4-4908.....Air Time: Daytime
News Service.....UP
Membership.....RAB
General Manager.....John McLendon
Station Manager.....Charles M. Quillian
Asst. Mgr., Prog. Dir.....William A. Duke

WROX—Clarksdale—1944

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...Mrs. Eunice T. Imes
Address.....Alcazar Hotel, Columbus, Miss.
Phone: MAin 4-4313.....Air Time: Full Time
News Service.....AP
Station Rep.....McGillvra
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman

WCLD—Cleveland—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
Phone: VI 3-4091.....Air Time: Full Time
News Service.....AP
Station Representative.....Best
President.....Joseph W. Carson

WCJU—Columbia—1946
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Phone REpublic 6-2616.....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

WACR—Columbus—1950
KBS

Frequency: 1050 Kc. Power: 1 Kw. d.
Owned.....J. W. Furr
Address.....WACR Bldg.
Phone: 768.....Air Time: Daytime
Representative.....Best
Membership.....NARTB
Gen. Mgr.....J. W. Furr
Prog. Dir.....Richard Moore
Promotion Mgr.....C. Landis Rogers
Sales Mgr.....Sydney Thweatt

WCBI—Columbus—1940
MBS

Frequency: 550 Kc. Power: 1 Kw. d. 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Address.....Gilmer Hotel
Phone: 1313, 1430.....Air Time: Full Time
Newspaper Affil.....Commercial Dispatch
Station Representative.....McGillvra
Membership.....NARTB
Gen. Mgr.....Bob McRaney
Sta. Mgr.....J. W. Eatherton

WCMA—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: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith, Dora Clayton
Vice-Pres., Gen. Mgr.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....Vincent Lawrence
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

WMAG—Forrest—1955

Frequency: 860 Kc. Power: 510 Watts d.
Owned-Operated By... Scott County Bcstg. Co.

WGVM—Greenville—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By... Mid America Bcstg. Co.
Bus.-Studio Address... 118 So. B'way
Phone: 4559. Air Time: Daytime
News Service... UP
Membership... NARTB
Rep... Devney, O'Connell, Ayres, Dora-Clayton
Pres., General Manager... David M. Segal
Comm. Sta. Mgr... Jack Stull

WJPR—Greenville—1939**MBS**

Freq: 1330 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By... Radio Services Co. & WJPR
Business-Studio Address... 120 So. Poplar St.
Phone: 9040. Air Time: Full Time
News Service... AP
Representative... Bogner & Martin
Transcription Service... World
Gen. Sta. Mgr... Emmett H. McMurry
Commercial Manager... Frank W. Baldwin
Program Director... Charles Adams
Sis. Prom. Mgr... Dorothy Russum
Publicity Dir... Bea Armistead
Chief Engineer... Percy L. Kuhn

WABG—Greenwood—1949**ABC**

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.
Owned-Oper. By... Greenwood Bcstg. Co.
Address... 222 Howard St.
Phone: 3010. Air Time: Full Time
News Service... AP
Rep... John Hershey McGillvra
Membership... NARTB
President, Gen. Mgr... Cy Bahakel
Sta., Comm. Manager... Tom Rea den
Chief Engineer... Clifford Greene

WGRM—Greenwood—1937**NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... P. K. Ewing
Address... 600 Walnut St.
Phone: 1900-1. Air Time: Full Time
President... P. K. Ewing
General Manager... F. C. Ewing

WNAG—Grenada—1949**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Birney Imes, Jr.
Address... Barwin Hotel
Phone: 1400. Air Time: Full Time
Representative... McGillvra
Newspaper Affiliation... Dispatch
President... Birney Imes, Jr.
General Manager... Bob McRaney
Sta., Comm. Mgr... Monroe Looney
Chief Engineer... Jimmie Pinnix

WDEB—Gulfport—1955

Frequency: 1390 Kc. Power: 1000 Watts d.
Owned-Operated By... J. E. Breland
Address... 1410 Broad Avenue
Phone: 2832. Air Time: Daytime
News Service... UP
Representative... Hil F. Best
Station Manager... J. E. Breland
Commercial Mgr... Bernard R. Behrendt
Sales Prom. Mgr... Earl B. Blessey
Prog. Dir., Chief Eng... Charlie Pearson

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... Bogner & Martin
Membership... NARTB
Owner & Gen. Mgr... Hugh O. Jones
Station Manager, P. D... C. Edwin Vann
Commercial Manager... M-s. O. L. Owens
Sales Prom. Mgr... Holton Turnbough
Chief Engineer... Donovan Murphy

WBKH—Hattiesburg—1954

Frequency: 950 Kc. Power: 950 Watts
Owner... Hattiesburg Bcstg. Co.
Address... 122 1/2 E. Front St.
Phone: JU 3-1625. Air Time: Daytime
News Service... UP
Transcription... Thesaurus
Representative... Indie Sales
Gen., Sta. Mgr... William C. Veidt
Commercial Mgr... F. M. Smith
Sales Prom. Mgr... Gerald M. Howell
Program Director... Dean Griffin
Publicity Director... Charles Carter
Chief Engineer... Robert M. Keith, Jr.

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
Representative... McGillvra
Membership... NARTB
President... C. J. Wright, Sr.
General, Station Manager... C. J. Wright, Jr.
Program Director... Clifton Sessions
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... Box 1008

Phone: Juniper 3-1741... Air Time: Full Time
 News Service AP
 Station Representative T. F. Clark
 Membership NARTB, RAB
 President Charles W. Holt
 Gen. Mgr. Robert N. Robinson
 Program Director Bill Slaton
 Publicity Director Alice Bivin
 Chief Engineer Charles Sharping

WMDC—Hazlehurst—1953
KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned. Southwestern Bcstg. Co. of Miss.
 Address P. O. Box 551
 Phone Number 869
 News Service UP
 Representative McGillvra
 General Manager Louis Allford
 Sta. Mgr., Chief Engr. Mack Smith
 Program Director Malcolm Jones
 Comm. Mgr., Prog. Dir. Malcolm Jones
 Publicity Director Bob Prather

WCPC—Houston—1955

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By WCPC Bcstg. Co.
 Address Box 552
 Partners Robin Mathis, Ralph Mathis,
 Rad Mathis, James Atkinson

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 Lang-Worth
 Station Representative Thomas F. Clark
 Membership NARTB
 Co-Owners W. L. Kent; J. M. McLendon
 Gen., Sta. Mgr. Howard M. Peters
 Program Director Paul Artman
 Publicity Director John McClendon
 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-Studio Address 715 S. Jefferson St.
 Phone: 2-269L, 3 Air Time: Full Time
 Representative George P. Hollingbery
 Membership NARTB
 Station Manager Fred L. Beard
 Commercial Manager Frank Gentry

WJQS—Jackson—1947
CBS

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 Gavlin

WJXN—Jackson—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned. Jackson Bcstg. Co., Inc.
 Address 916 Foley St.
 Phone: 2-8673 Air Time: Full Time
 Representative Indie, Dora Clayton
 General Manager James T. Ownby
 Station Manager Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned. Dixieland Bcstg. Co.
 Address 1017 Lynch St.
 Phone: 3-7830 Air Time: Daytime
 News Service UP
 Station Rep. McGillvra
 Co-owners John M. McLendon, W. L. Kent
 General Manager John M. McLendon
 Station Manager Uler J. Gilbert
 Commercial Manager Kerish Walters
 Prom. Mgr., Prog., Pub. Dir. William Anderson
 Chief Engineer Jay Gilbert

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
 Representative Branham
 General Manager W. V. Dubard

WSLI—Jackson—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Capitol Broadcasting Co.
 Business Address P. O. Box 1847
 Phone: 3-2788 Air Time: Full Time
 Representative Weed
 Membership NARTB, RAB
 General-Station Manager L. M. Sepaugh
 Commercial Manager Ed Wilkerson

WKOZ—Kosciusko—1947

Frequency: 1350 Kc. Power: 5 Kc. d.
 Owned-Oper. By Cy N. Bahakel
 Address 109 W. Jefferson
 Phone: 782 Air Time: Daytime
 Membership NARTB
 General Manager Cy N. Bahakel
 Station Manager Mims Boswell, Jr.

WAML—Laurel—1932
NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station
 Bus-Studio Address 442 6th Ave.
 Phone: 5631 Air Time: Full Time
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, RAB
 President Harold Matison
 Gen., Sta. Mgr. Granville Walters
 Commercial Manager M. M. Caver
 Sales Prom. Mgr. Paul Carlisle
 Program Director Stonley Walters
 Chief Engineer Forrest Williams

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
 Station Representative..... Hil Best
 Station Manager..... William R. Parkes

WMBC—Macon—1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned..... J. W. (Billy) Furr
 Address..... WYBC Bldg.
 Phone: 310..... Air Time: Full Time
 News Service..... UP
 Station Rep..... Hil Best
 President..... J. W. (Billy) Furr
 General Manager..... Felix Adams, Jr.
 Comm. Mgr..... E. C. Farr

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..... McGillvra
 Transcription Service..... Lang-Worth, World
 Co-Owners..... Phillip Brady, Louis Allord,
 Mack Smith

WHNY—McComb—1939

ABC-MBS

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..... Thomas F. Clark Co.
 President..... Charles W. Holt
 General Manager..... W. R. Taylor

WCOC—Meridian—1926—CBS

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Business-Studio Address..... Threefoot Bldg.

Phone: 2-7714..... 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..... Eddie Holladay

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
 General Manager..... Jerry J. Joiner
 Comm. Mgr..... Frank Hollifield

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
 General Manager..... P. K. Ewing, Jr.

WNAT—Natchez—1949

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Old South Bcstg. Co.
 Address..... Eola Hotel
 Phone: 4621..... Air Time: Full Time
 News Service..... UP
 President..... Mrs. Laurie G. Ratcliffe
 General Manager..... Paul Schilling
 Prog. Dir..... Fred Katool
 Commercial Mgr..... Eddie Phelan
 Pub. Dir..... Irene Griffey
 Chief Engineer..... Martin Tyrone

WNAU—New Albany—1955

KBS

Frequency: 1470 Kc. Power: 500 Watts
 Owned-Oper. By..... New Albany Bcstg. Co.
 Address..... 202 Bankhead St.
 Phone: 4361..... Air Time: Daytime
 News Service..... AP
 Transcription Service..... World
 Gen., Sta. Mgr., Chief Eng..... V. Keith Wroten
 Comm., Sls. Prom. Mgr..... Daniel L. Skilton
 Program Director..... Wynne Wroten
 Publicity Director..... Lee Elnan

WSUH—Oxford—1955

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ole Miss Bcstg. Co.
Address.....University Ave., East; Box 266
Phone: 1133.....Air Time: Daytime
Newspaper Affil.....Walker Co. Times,
Jasper, Ala.
News ServiceUP
Transcription Service.....World
President.....E. O. Roden
Gen., Sta., Comm. Mgr.....C. H. (Clete) Quick
Sis. Prom. Mgr., Pub. Dir.....Allan English
Program Director.....Netta Quick
Chief Engineer.....Mitchell Self

**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: 83 and 391.....Air Time: Daytime
News ServiceUP
Transcription Service.....World
MembershipNARTB
Pres., Pub. Dir.....William R. Guest, Jr.
Station Manager.....Floyd W. Hess
Sales Prom. Mgr.....Ollie Bales
Program Director.....Sam Price
Chief Engineer.....Bill Collins

**WHOC—Philadelphia—1948
KBS**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Phone: 740.....Air Time: Full Time
News ServiceUP
Transcription Service.....Capitol
President, Manager...William Howard Cole
Program Director.....Mrs. Wm. H. Cole
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address.....Picayune
Phone: SYmore 8-4835...Air Time: Daytime
News ServiceAP
RepresentativeMcGillvra
President.....S. G. Thigpen, Sr.
Station Manager.....Mildred Dosssett
Gen. Comm. Mgr.....Jimmie Willson
Chief Eng., Prog. Dir.....Archie Rushing, Jr.

**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 ServiceAP
Transcription Service.....Capitol
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Mrs. Hollis Pierce
Chief Engineer.....Travis Palmer

**WELO—Tupelo—1944
MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....S. Spring St.
Phone: 1400.....Air Time: Full Time
News ServiceAP
Transcription Service.....Thesaurus
RepresentativeMcGillvra
MembershipNARTB
Gen. Mgr.....Bob McRamey
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Prog. Dir.....Edward Cleary
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Co.
Address.....Box 612
Phone: 3111.....Air Time: Daytime
Station Representative.....Hil F. Best
President.....E. O. Roden
Gen., Sta., Comm., Prom. Mgr.....James E. Reese
Prog., Pub. Dir.....Evelyn B. Morgan
Chief Engineer.....Dabney Ramseur, Jr.

**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
Representative.....Bogner & Martin
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....Box 76
Phone: 3901.....Air Time: Full Time
News ServiceUP
TranscriptionWorld
Representative.....Indie Sales, Dora-Clayton
President.....John F. Shea
General Manager.....Cecil Goodreau
Chief Engineer.....S. Ray Emerson

**WABO—Waynesboro—1954
KBS**

Frequency: 990 Kc.....Power: 250 Watts
Owner.....New Laurel Radio Sta., Inc.
Phone: 5-4700.....Air Time: Daytime
News ServiceAP
RepresentativeHil F. Best
President.....Harold Matison
General Manager.....Granville Walters
Station Manager.....Keith L. Andre
Chief Engineer.....Forrest Williams

WROB—West Point—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Bob McRaney, Br.
 Address: WROB Bldg., Forest St.
 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-Operated By: WAZF, Inc.
 Address: South Main St.
 Phone: 1300. Air Time: Full Time
 News Service: UP
 Manager: Bruce Gresham
 Prog. Dir.: Dennis Hancock, Jr.
 Chief Engineer: Earl B. Neel, Jr.

MISSOURI

Pop. Feb. 1, 1956 (Est.) 4,160,000—Families 1,315,000
 Radio Homes 1,260,000—TV Homes 1,021,571—Stations in State 71

KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1000 Watts
 Owner: Wm. R. Tedrick
 Address: Box 5
 Phone: TUXedo 2-6505. Air Time: Daytime
 Representative: Indie
 News Service: AP
 Transcription: Standard
 Gen. Sta. Mgr.: W. R. Tedrick
 Comm., Sales Prom. Mgr.: Bill Diekroeger
 Prog., Pub. Dir.: A. M. Tedrick
 Chief Engineer: Walter Atamanel

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
 News Service: UP
 Membership: NARTB
 President: Eric Taylor
 General Manager: Ed Pyer, Jr.
 Program Director: Harry A. Moreland
 Chief Engineer: Al Lawrence

KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.
 Owned-Operated By: Green Hills Bcstg. Co.
 Address: 308 N. Main
 Phone: 1830. Air Time: Daytime
 Representative: Indie Sales, Inc.
 General Manager: Herbert Noyes

KCHR—Charleston—1953
KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Oper. By: South Mo. Bcstg. Co.
 Address: 2-4451. Air Time: Daytime
 Representative: Continental Radio Sales
 Pres., Gen. Mgr., Chief Eng.: Kermit Barker
 Program Director: James L. Byrd III

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
 Representative: John E. Pearson
 President: Oscar C. Hirsch

KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By: Midwest Bcstg. Co.
 Address: Farmington
 Phone: 107. Air Time: Daytime
 News Service: AP
 Representative: Hil F. Best, Conwell
 President: Cecil W. Roberts
 Gen., Sta., Comm. Mgr.: Howard G. Rion
 Program Dir.: J. F. Way
 Publicity Dir.: E. T. Reynolds
 Chief Engineer: Claude Kramer

KGMO—Cape Girardeau—1952
KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By: KGMO Radio-TV Inc.
 Address: Hwys. 61 & 74
 Phone: 5-8228. Air Time: Daytime

KDMO—Carthage—1947
KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Carthage Bcstg. Co.
 Address: 1201 E. Chestnut
 Phone: 2648. Air Time: Full Time
 News Service: AP
 Station Rep.: Continental
 Membership: NARTB
 Owner, Gen. Mgr.: J. J. Daly

KDKD—Clinton—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: KDKD, Inc.
 Address: Box 113
 Phone: 233. Air Time: Daytime
 News Service: UP
 Representative: Forjoe
 Membership: NARTB
 President: David M. Segal
 Gen., Comm. Manager: B. E. Brown
 Program Dir.: R. F. Morey
 Chief Engineer: C. F. Cunningham

KBIA—Columbia—1955
KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated by... Midwest Bdcstg. System
Address..... Box 412
Phone: 2-4401 Air Time: Day Time
Representative..... Best
President..... Cecil Roberts
Gen., Sta. Mgr..... Robert D. Rapp
Program Dir..... Martha M. Rapp
Chief Engineer..... Joseph F. Mackey

KFRU—Columbia—1925
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... **KFRU, Inc.**
Business Address..... Box 89
Phone: 4141 Air Time: Full Time
Station Rep..... Webb
President..... H. J. Walters, Jr.
Station Manager..... Mahlon R. Aldridge, Jr.
Director of Sales..... F. J. LeGrand

KDEX—Dexter—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Dexter Bcstg. Co.
General Manager..... Jerome B. Zimmer

KREI—Farmington—1947
KBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Midwest Bcstg. System
Address..... Ozarks Bldg.
Phone: 107 Air Time: Daytime
News Service..... AP
Station Rep..... Hil F. Best
President..... Cecil W. Roberts
Station Manager..... Earl L. Whitener
Chief Engineer..... Norman Nielson

KJCF—Festus—1951—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned..... Jefferson County Radio & TV Co.
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
President..... Oscar C. Hirsch
Station-Comm. Mgr..... James F. Collins
Prom. Mgr..... James Strader
Program Director..... Lynn Bohs
Pub. Dir..... Virginia Collins
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
Representative..... Paschall
Transcription Service..... Standard
Membership..... NARTB, RAB
Gen. Man., Ch. Eng..... Robert W. Nickles
Sta., Prog. Director..... Roger P. Fox
Comm. Manager..... L. Reed Holt

KHMO—Hannibal—1941
MBS

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By... Mt. Rainer Radio TV
Broadcasting Corp.
Business-Studio Address..... Box 711
Phone: 3450 Air Time: Full Time
News Service..... AP
Representative..... John E. Pearson
President..... Lester M. Smith
Gen., Sta. Mgr..... V. L. Smith
Commercial Manager..... William Stephenson
Program Director..... P. Sosey
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
President..... Craig Siegfried
General Manager..... Bill Hcxdt

KLIK—Jefferson City—1954

Frequency: 950 Kc. Power: 5 Kw., d.
Owned..... Empire Bcstg. Co.
Address..... 410 E. Capital
Phone:..... 6-3191
Station Representative..... Walker
Membership..... NARTB
President..... J. A. Shepherd
Gen., Sta. Mgr..... Lynn Bickett
Program Dir..... Robert Rector
Chief Engineer..... Ed Scarr

KWOS—Jefferson City—1937
KBS-MBS

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..... Bogner & Martin
Membership..... RAB
President..... Mrs. L. R. Goshorn
General Manager..... R. L. Rose
Station Manager..... E. A. Richter
Chief Engineer..... Leroy S. Hackmann

Kansas City's Most Effective "ONE-TWO" ADVERTISING PUNCH!

KMBC-TV

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV, Kansas City's most powerful television station. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV is the giant among television facilities in the Heart of America.

The new KMBC-TV "Big-Time" Daytime format is unquestionably the No. 1 TV buy in the market. Comparison of ratings, cost per thousand and complete versatility of commercial handling show that this fresh, new programming — featuring the Heart of America's finest TV talent — is far and away the best place to put your television advertising dollars.



KMBC-TV
CHANNEL 9

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! See the Colonel from Peters, Griffin, Woodward, Inc.

DON DAVIS, First Vice Pres. & Commercial Mgr.
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
DICK SMITH, Director of Radio
MORI GREINER, Director of Television

KMBC-KFRM Radio

Listeners and advertisers alike are finding the New Sound of KMBC-KFRM more and more irresistible! Some of the biggest names in the Midwestern broadcasting world — plus top ABC personalities — produce a new brand of radio that's tailored to the tastes of today's radio audience. Music, News, Sports, Major League Baseball, Farm Service, Women's Programs — there's quality service and entertainment for *everyone* via the New Sound of KMBC-KFRM.

By skillfully integrating *personalized* air salesmanship with the radio services modern-day audiences demand, KMBC-KFRM has created a climate for selling that's unduplicated in the Heart of America. You'll see what we mean when you buy your next schedule on KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America



KFSB—Joplin—1948

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By.....Four States Bcsters, Inc.
 Address.....1027 Main St.
 Phone: MA 4-1310. Air Time: Full Time
 News ServiceUP
 RepresentativeMeeker
 MembershipNARTB
 PresidentHarry Easley
 Sta., Comm., Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Lloyd Frazier

KSWM—Joplin—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Address.....1928 W. 13 St.
 Phone: MA 4-7260. Air Time: Full Time
 News ServiceUP
 RepresentativeWilliam G. Rambeau
 MembershipNARTB
 Pres., Gen. Mgr.....Austin A. Harrison
 Prog. Dir.....Ronald Robson
 Commercial Mgr.....D. T. Knight Jr.

WMBH—Joplin—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone: May Fair 4-43-30. Air Time: Full Time
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeSears & Ayer
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....D. J. Poynor
 Comm. Mgr.....M. E. Dunn
 Program Director.....Golda Shounce
 Chief Engineer.....E. L. Dodge

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

**KCMO—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 1-6789. Air Time: Full Time
 News ServiceAP
 RepresentativeKatz
 MembershipNARTB, RAB
 President.....E. T. Meredith
 General Manager.....E. K. Hartenbower
 Commercial Manager.....R. W. Evans
 Sales Prom., Pub. Dir.....F. C. Strawn
 Program Director.....George Stump
 Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

For KFRM Listing—See Concordia, Kansas

**KMBC—Kansas City—1921
 ABC**

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....KMBC Bcstg. Co.
 Address.....222 W. 11th St.
 Phone: HArrison 1-2650. Air Time: Full Time
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeFree & Peters
 MembershipNARTB, RAB
 V. P., Comm. Mgr., Pub. Dir., Donald D. Davis
 V. P., General Manager.....John T. Schilling
 V. P., Sales Manager.....George J. Higgins
 Station Manager.....Dick Smith
 Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency
 Address.....2814 E. 23rd St.
 Phone: Humbolt 3-3100. Air Time: Daytime
 Station Rep.McGillvra
 News ServiceAP
 General Manager.....Edward H. Pate
 Commercial Mgr.....Andrew Carter
 Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc. Power: 1 Kw. d.
 Owned.....Tele-Broadcasters, Inc.
 Address.....1012 Baltimore Bldg.
 Phone: Baltimore 0077. Air Time: Daytime
 News ServiceUP
 Station Representative.....Forjoe & Co.
 MembershipNARTB
 General Mgr.....David M. Segal
 Business Mgr.....Harold Backun
 Commercial Mgr.....Irving Schwartz

**WDAF—Kansas City—1922
 NBC**

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By.....The Kansas City Star Co.
 Business-Studio Address.....3030 Sommit St.
 Phone: HArrison 1200. Air Time: Full Time
 News ServiceAP
 Newspaper Affil.....Kansas City Star
 Transcription Service.....Standard, Thesaurus
 Representative.....H. I. Christal
 President.....Roy A. Roberts
 Gen. Mgr.....H. Dean Fitzer
 Station Manager.....V. S. Batton
 Comm., Sls., Prom. Mgr.....E. Manne Russo
 Pgm., Publ. Dir.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

WHB—Kansas City—1922

Freq.: 710 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned.....Mid-Continent Bcstg Co.
 Address.....10th & McGee Sts.
 Phone: Baltimore 8300...Air Time: Full Time
 News Service.....AP, UP, INS
 Station Representative.....John Blair Co.
 Membership.....NARTB
 President.....Todd Storz
 V.P. Gen. Mgr.....George W. Armstrong
 Sales Promotion Mgr.....Jack Sampson
 Program Director.....John Pearson
 Publicity Director.....Robert E. Sharon
 Transmitter Supv.....Lewis E. Baird
 Studio Supv.....Roy Nonemaker

KBOA—Kennett—1947

Frequency: 830 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-Studio.....Kennett
 Phone: 8-4516...Air T.me: Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth
 General Manager.....Paul C. Jones
 Station Manager.....C. H. Harrison

KIRX—Kirksville—1947
KBS-ABC

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By.....North Mo. Bcstg. Co.
 Business-Studio Address.....KIRX Bldg.
 Phone: MOhawk 5-3781...Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....RAB, NARTB
 Gen., Sta. Mgr.....Samuel A. Burk
 Comm., Sales Prom. Mgr.....James J. Dougherty
 Program Director.....Robert Carlson
 Chief Eng neer.....Charles P. Porter

KLWT—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
 General Manager.....O. R. Wright
 Program Director.....Jack A. Sellers

KTCB—Malden—1954—KBS

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
 P. esident.....C. W. Craft
 General Manager.....Dick Wiethan
 Commercial Mgr.....Carleton Garner
 Promotion Mgr.....Mack Howerton

KMMO—Marshall—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By.....KMMO, Inc.
 Address.....Box 513
 Transcription Service.....World
 Station Rep.....Pearson
 General Manager.....Harold Douglas

KNIM—Maryville—1953
KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Maryville Radio-TV Corp.
 Address.....1705 E. Liberty
 Phone: 730...Air Time: Daytime
 Manager.....Jack Lloyd

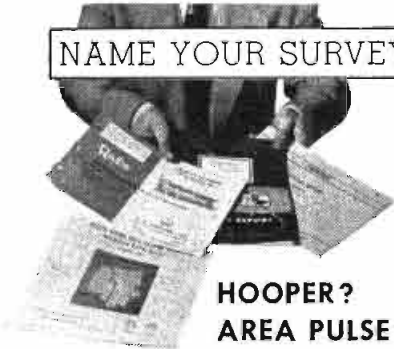
KXEO—Mexico—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Audrain Bcstg. Corp.
 Address.....1705 E. Liberty
 Phone: 2340-1...Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 Comm., Sis. Prom. Mgr.....W. Earl Dougherty
 Program Dir.....Greg Swanson
 Chief Engineer.....Hyle Lemen

KNCM—Moberly—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts

NAME YOUR SURVEY!



HOOPER?
AREA PULSE?
AREA NIELSEN?
TRENDEX?

All have **WHB** First!
 10,000 watts, 710 kc.

70-County AREA PULSE—every daytime period—
 FIRST PLACE! HOOPER all day average—47.7%—
 FIRST PLACE! AREA NIELSEN—all day average—
 42.9%—FIRST PLACE! TRENDEX—all day average
 —42.8%—FIRST PLACE! Call the man from Blair or
 General Manager George W. Armstrong.

**MID-CONTINENT
 BROADCASTING COMPANY**

President, Todd Storz
 WTIX, New Orleans, Reps: Adam J. Young, Jr.
 KOWH, Omaha, Reps: H-R Reps, Inc.
 WHB, Kansas City, Reps: John Blair & Co.

Owned-Oper. By.....Moberly Bcstg. Co.
Phone: 1600.....**Air Time:** Full Time
Transcription Service.....Lang-Worth
Membership.....RAB
News Service.....AP
Owner.....Jerrill A. Shepherd
Sta. Mgr......A. E. Dahl
Asst. Mgr......James Lipsey
Chief Engineer.....Ed Scarr

KRMO—Monett—1950—KBS

Frequency: 990 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Monett 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

**KLRS—Mountain Grove—1955
 KBS**

Frequency: 1360 Kc.....**Power:** 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Address.....Box 308
Phone: 650.....**Air Time:** Day Time
News Service.....UP
Transcription.....Lang-Worth
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Commercial Manager.....Frank Edwards
Sales Promotion.....Bob Mussman
Program Director.....Dave Whittaker
Publicity Director.....Orville Barton
Chief Engineer.....George Province

KBTN—Neosho—1954—KBS

Frequency: 1420 Kc.....**Power:** 500 Watts
Owner.....Ozarks Playground Bcstrs.
Address.....212½ E. Main St.
Phone.....1666
President.....John V. Turner
Station Mgr......Dud Stallings
Comm. Mgr......Forrest Crockett

KNEM—Nevada—1949—KBS

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
Phone: 13.....**Air Time:** Full Time
News Service.....UP
Station Rep......Hil Best
President.....John Blake
Gen. Mgr., Chief Engr......Kenneth E. White
Comm. Mgr......Virgil Kachel
Prom. Mgr., Pub. Dir......Joe Young
Prog. Dir......John Beydler

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....**Power:** 1 Kw. d.
Owned.....Central Missouri Bcstg. Co.
News Service.....AP

Transcription.....Lang-Worth
General Manager.....Arden Booth
Station Manager.....George Strickland
News Director.....Harland Snow

KWOC—Poplar Bluff—1938

Frequency: 930 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Transcription Service.....SESAC, World
Representative.....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall

KTTR—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
Membership.....NARTB
Pres., Gen., Sta. Mgr......Luther W. Martin
Comm. Mgr......Ward C. Rinehart
Prog. Dir......Norma Fleming
Program Mgr......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: 980.....**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.....Howitt Bdg.
Phone: 3-2528.....**Air Time:** Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Headley-Reed
Membership.....NARTB
Pres., Gen. Sta. 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.....404 So. 8th
Membership.....NARTB
News Service.....AP
Representative.....Clark
Pres., Gen., Sta. Mgr......Tee Casper
Commercial Mgr......Robert Mosiman
Prog., Pub., Sls. Prom. Dir......Richard Irving
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Broadcast Group, Inc.
 Address Robidoux Hotel
 Phone: 3-2577 Air Time: Daytime
 News Service UP
 Representative Hil F. Best Co.
 Station, Comm. Mgr. Hal Hamilton
 Asst. Comm. Mgr. Joe Kilgore
 Studio Director Don Blue
 Program Director Eleanor Shepard

KATZ—St. Louis—1955

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By St. Louis Bcstg. Co.
 Address 812 Olive St.
 Phone: CHestnut 1-0955 Air Time: Full Time
 News Service AP
 Representative Forjoe & Co., Inc.
 Membership NARTB
 Pres., Gen. Mgr. William F. Garrett
 Commercial Manager R. M. Hetherington
 Chief Engineer Charles O. Rick

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 1-8240 Air Time: Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative CBS Radio Spot Sales
 Membership RAB, NARTB
 General Manager Robert Hylond, Jr.
 Sales Prom. Mgr. Charles Burge
 Publicity Dir. Paul Douglass
 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, Theaurus
 Representative NBC Spot Sales
 Membership NARTB
 President Joseph Pulitzer, Jr.
 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 Radto St. Louis, Inc.
 Address Box 1440
 Phone: BRidge 1-6090 Air Time: Daytime
 News Service UP
 Representative Everett McKinney
 Pres., Gen., Sta. Mgr. Dick J. Kasten
 Commercial Manager William A. Knight
 Program Director Tony Glenn

Sales Prom. Mgr. Wm. L. Vietmeier
 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 1-9100 Air Time: Full Time
 Newspaper Affiliation St. Louis Globe-Democrat
 News Service AP
 Representative Krtz
 President, General Mgr. Robert T. Convey
 V. P., Sta. Dir. Ray E. Dady
 V. P., Comm. Dir. V. E. Carmichael
 Exec. Prog. Dir., Asst. Sta. Dir. John W. Tinneo
 Sales Mgr. Jack E. Henderson
 Prog. Dir. Russell C. Kaiser
 Prom., Publ. Director Fred J. Mueller
 Chief Engineer N. J. Zehr

KXLW—St. Louis—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Address 2735 Bonaparte Ave., Brentwood
 Phone: WO 1-1320 Air Time: Daytime
 News Service UP
 Representative Pearson
 Membership NARTB, RAB
 President John W. Kluge
 Gen. Sta. Manager William W. Jefferay
 Commercial Manager W. D. Herman
 Prog. Pub. Director Alvin D. Suter
 Chief Engineer James F. Mitchell

KXOK—St. Louis—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By KXOK, Inc.
 Address Radio Park
 Phone: Forest 7-6000 Air Time: Full Time
 News Service UP
 Representative John Blair
 Membership NARTB
 President E. M. Roberts
 General Manager C. L. Thomas
 Sls. Manager W. C. O'Donnell
 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 Barrington Co.
 Address DeSoto Hotel
 Phone: CHestnut 1-1921 Air Time: Daytime
 News Service UP
 Representative Bowling Co.
 Pres., Gen. Mgr. Bruce Barrington
 Sta. Manager Don Phillips
 Comm., Sls. Prom. Mgr. Ed Wolfe
 Prog., Publicity Dir. Don Phillips
 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
 Pres., Gen. Mgr. L. A. Benson
 V. P., Asst. Gen. Mgr. Nick Pagliara
 Sales Prom. Mgr. C. W. Beintker
 Continuity Dir. Phil MacMurray

KSMO—Salem—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... "Show-Me" Bcstg. Co.
 Address... 4th & Hickory
 Phone: 303 Air Time: Full Time
 Partnership... Luther W. Martin, Martin M. Mitchum
 General Manager... Luther W. Martin
 Sta. Mgr., Chief Eng. Willicam B. Smith
 Salesman... Joseph Parker
 Program Director... Zola Irene Smith
 Consulting Engineer... Martin M. Mitchum

**KDRO—Sedalia—1939—MBS
KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Milton J. Hinlein
 Bus. Studio Address... 2100 W. Broadway
 Phone: 4004 Air Time: Full Time
 Representative... Pearson
 President... Milton J. Hinlein
 General Manager... Herbert W. Brandes
 Sales Manager... Jimmy Glenn
 Program Director... Bob Younger

KSIS—Sedalia—1953

Frequency: 1050 Power: 1000 Watts
 Owner... Yates Bcstg. Co.
 Address... KSIS Building
 Phone: 590 Air Time: Daytime
 News Service... UP
 Transcription... Lang-Worth
 Representative... Best
 Pres., Sta., Comm. Mgr. Carl W. Yates, Jr.
 Sta. Mgr., Prog. Dir. Bettie S. Yates
 Chief Engineer... Donald D. Warnock

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.
 Gen., Sta., Sls. Prom. Manager... Richard L. Watkins, Jr.
 Program Director... James Palmer
 Comm. Mgr. Nelson Wheeler
 Chief Engineer... R. L. Hirsch

**KGBX—Springfield—1926
NBC**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By... Springfield Bcstg. Co.
 Bus. Studio Address... 805 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
 Pres., Gen., Sta. Mgr. K. G. Wells
 Commercial Mgr. Don C. Dailey
 Program Director... Francis Uhlig
 Sls. Prom. Mgr. Dudley Morris
 Publicity Dir. Wm. DeLange
 Chief Engineer... Richard Bowman

**KICK—Springfield—1949
MBS**

Frequency 1340 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
 Sls. Prom., Pub. Dir. Sol Mosher
 Comm. Mgr. Al Patterson
 Prog. Dir. James Allwood

**KTTS—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
 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

**KWTO—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
 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 Slatery
 Prom., Pub. Dir. Bill Bailey
 Chief Engineer... Wallis Fender

KALM—Thayer—1953—KBS

Frequency: 1290 Kc. Power: 1 Kw. d.
 Owned... Robert F. Neathery
 Address... Box 326
 Phone: 165 Air Time: Daytime
 News Service... AP
 Transcription Service... Keystone

Pres., Gen. Sta. Comm. Mgr. R. F. Neathery
 Sls. Prom. Mgr. W. Gillespie
 Prog. Dir. Tom Stone
 Chief Engineer Sam Beatty

KTTN—Trenton—1955—KBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Oper. By Trenton Bcstg. Co.
 Address 112 E. Ninth St.
 Phone: 1600 Air Time: Daytime
 News Service AP
 Transcription World
 Representative Keystone
 General Manager Sam A. Burk
 Station Manager Ed Hundley
 Commercial Manager Bob Dennis
 Chief Engineer Stuart Underwood

KLPW—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
 Representative Indie
 President Leslie P. Ware
 Gen., Sta., Comm. Sls. Prog.,
 Pub. Mgr. Norb Moore
 Chief Engineer Frank Lohmeyer

**KOKO—Warrensburg—1953
 KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Warrensburg Bcstg. Co.

Phone: 1260 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Station Rep. Forjoe
 President, Chief Eng. Lee E. Baker
 Comm., Gen. Mgr. C. L. Parks
 Program Director Jim Gammon
 Publicity Director Gene Tipton

**KWRE—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

**KWPM—West Plains—1947
 KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned Robert F. Neathery
 Phone: 700 Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr., Eng. Robert F. Neathery
 Stc., Comm. Mgr. Fritze A. Dixon
 Program Director A. Woodside
 Publicity Director Paul Best

**FOR WORLD-WIDE NEWS . . .
 FOR CLEAR, COMPREHENSIVE
 COVERAGE . . .**

AP

**FOR
 RADIO and TELEVISION**

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

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
Station Rep. Gill-Perna
President A. J. Mosby
Station Mgr. A. H. Smith
Program Director King Harmon
Comm. Mgr. C. Moore

KBMY—Billings—1946
MBS-KBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
Owned Billings Bcstg. Co.
Address Box 2544
Phone: 9-4586 Air Time: Full
News Service AP
Transcription Service Lang-Worth
Station Representative Avery-Knodel, Inc.
Membership NARTB, RAB
President Rockwood Brown
Gen., Sta., Comm. Mgr. Ken Nybo
Prog., Pub. Dir. Charles G. du Bois
Chief Engineer T. A. Hildebrand

KGHL—Billings—1928—NBC

Frequency: 790 Kc. Power: 5 Kw.
Owned Midland Empire Bcstg. Co.
Address 5th Ave. & North B'way
Phone: 2-2222 Air Time: Full
News Service UP
Station Representative Katz
Membership RAB, NARTB
President P. N. Fortin
General Manager Jeff Kiichli
Sta. Mgr., Prog. Dir. V. Braunberger
Comm., Prom. Mgr. Warren Marshall
Chief Engineer F. L. Bartlett

KOOK—Billings—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By The Montana Network
Address P. O. Box 2557
Phone: 9-5970 Air Time: Full Time
News Service UP
Transcription Service World
Representative Headley-Reed
Membership NARTB, RAB
President C. L. Crist
Station Manager V. V. "Bud" Clark
Commercial Manager Glen Beebe
Program Director Cliff Ewing
Publicity Dir. Conna G. May
Chief Engineer Grant French

KOYN—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts d.
Owned-Oper. By D. Gene Williams,
Delbert Bertholf
Address Riverside Dr.
Gen., Comm. Mgr. Robert Eubanks

KBMN—Bozeman—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned Penn Engineering Co.
Address N. Seventh St.
Phone: 2105 Air Time: Full Time
News Service UP
Transcription Service World
Representative Gill-Perna
Owner, Gen. Mgr. G. Norman Penwell

KXLQ—Bozeman—1939
NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned KRBM Bcstrs. Inc.
Address Bozeman, Mont.
Phone: JU 6-5881 Air Time: Full Time
News Service AP
Representative Walker
General Manager Ernest A. Neath
General Mgr. Ernie Neath
Commercial Mgr. Ernest Seccomb, Jr.
Prog. Dir. Dick Smiley
Publicity Dir. Marcellus Rapkoch
Chief Engineer George Roe

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
Station Rep. Cooke
President Frank Reardon
Chief Engineer Al Morgan

KOPR—Butte—1948
ABC-MBS-IMN

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Phone: 6546 Air Time: Full Time
Representative Avery-Knodell
President Frank C. Carman
Gen., Comm. Mgr. Ed Cooney
Program Director Jim Harrold
Chief Engineer William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By KGIB, Inc.
Address Box 1956
Phone: 2-2344 Air Time: Full Time
News Service UP
Transcription Service Standard
Representative Walker
Pres., Gen. Mgr. E. B. Craney
Sta., Comm. Mgr. Arne E. Anzjon
Program Director Paul Hatton
Promotion Mgr. George Oechli
Chief Engineer Vern Totten

KLTZ—Glasgow—1954

Frequency: 1240 Kc. Power: 250 Watts

Owner.....Glasgow Bcstg. Co.
 Address.....Box 909
 News Service.....AP
 Transcription.....Thesaurus
 Membership.....NARTB
 Phone: 1000.....Air Time: Full Time
 General Manager.....William L. Beach
 Program Director.....Tom Ash
 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
 General Manager.....Daniel C. Palen

KBGF—Great Falls—1955
 KBS

Frequency: 1405 Kc.....Power: 250 W.
 Owned-Operated By.....Community Broadcasters
 Address.....Box 1405
 Phone: 2-9533.....Air Time: Full
 News Service.....UP
 Representative.....Webb, Feltis
 Pres.. Gen. Mgr.....Dan Snyder

KFBB—Great Falls—1921
 CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Wilkins Bcstg., Inc.
 Business-Studio Address.....Box 1139
 Phone: 4-4377.....Air Time: Full Time
 Transcription Service.....Thesaurus
 Station Rep.....Bolling
 Membership.....NARTB, RAB
 General Manager.....J. P. Wilkins
 Station Manager.....LeRoy Stahl
 Commercial Manager.....W. C. Blanchette

KMON—Great Falls—1947
 MBS-ABC-IMN

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

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
 Representative.....Walker, Pacific Northwest
 President.....Barclay Craighead
 Gen., Sta., Comm. Mgr.....T. L. Frayling
 Program Director.....Juanita Loucks
 Prom. Mgr., Chief Eng.....Eugene Kukkola

KOJM—Havre—1946
 MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....No. Montana Bcstg. Co.
 Address.....Box 70
 Phone: 1096.....Air Time: Full
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Cooke, Inc., Avery-Knodel
 Membership.....NARTB
 General Manager.....Charlotte H. Brader

KCAP—Helena—1949
 MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lewis & Clark Bcstg. Corp.
 Address.....1705 Jerome Place
 Phone: Hickory 2-4490.....Air Time: Full
 Representative.....Webb
 Membership.....RAB
 President.....Edward Maronick
 Gen., Sta. Mgr.....K. O. MacPherson
 Comm. Sales Prom. Mgr.....Walter H. Marshall
 Prog., Pub. 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.
 Representative.....Walker, Pac. N.W. Bcstrs.
 Manager.....Barclay Craighead

KGEZ—Kalispell—1927
 MBS-KBS-IMN

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....KGEZ, Inc.
 Business-Studio Address.....Box 439
 Phone: 4331.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....SESAC, Standard
 Station Rep.....Donald Cooke Inc.
 Membership.....RAB
 President.....Frank Reardon
 Gen. Manager.....Richard V. Vick
 Prog. Director.....Robert Rigler
 Sls. Prom. Mgr.....R. S. Bennett
 Chief Engineer.....Keith Snodgrass

KOFI—Kalispell—1955

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Flathead Valley Bcstrs.
 Address.....Box 75
 Representative.....Moore & Lund
 General Manager.....William H. Patterson

KXLO—Lewistown—1947
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Montana Bcstg. Co.
Address.....E. Main St.
Phone: 1210.....Air Time: Full Time
News Service.....UP
President.....William G. Kelly
General Manager.....Donald C. Williams

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...Lang-Worth, MacGregor
Membership.....NARTB
President.....Smith McNeill
Station Manager.....Joe Menehan
Comm. Manager.....James Maurer
Prog. Director.....Marlene Carr
Chief Engineer.....John Hart

KPRK—Livingston—1947
KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Yellowstone Amuse. Co.
Business Address.....E. Park St.
Phone: 1000.....Air Time: Full Time
News Service.....UP
Station Rep.....Avery-Knodel
Transcription Service.....World
General Manager.....Paul B. McAdam
Commercial Manager.....Jack Hinman

KATL—Miles City—1941
KBS-MBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address.....Box 720
Phone: 1340.....Air Time: Full Time
Newspaper Affiliation....."Daily Star"
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, RAB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Norval B. Davis
Program Director.....Thomas Bieorzycki
Publicity Director.....Donald Kern
Chief Engineer.....William Abel

KBTK—Missoula—1955
MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Montana Bcstg. Co.

Address.....Box 1202
Representative.....Avery-Knodel
General Manager.....William J. Strothman

KGVO—Missoula—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....Radio Central Bldg.
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., P.og. Dir.....Don Bradley
Pub. Director.....Don Weston
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 Moore
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Tom Lee
Publicity Director.....John Campbell
Chief Engineer.....Pat Goodover

KIYI—Shelby—1947
KBS-MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Tri County Radio Corp.
Address.....P. O. Box 185
Phone: Hemlock 4-5541...Air Time: Full Time
Representative.....Cooke
Membership.....NARTB, RAB
President.....John Lyon
Sec.-Treas.....Frank Krshka

KG CX—Sidney—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KG CX, Inc.
Address.....109 S. Central
Phone: 408.....Air Time: Full Time
News Service.....UP
Representative.....Gill Perna
General Manager.....E. E. Krebsbach
Commercial Mgr.....E. Clair Krebsbach
Program Director.....Keith Krebsbach
Publicity Director.....Veryl Moser
Chief Engineer.....O. H. Halvorson

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Sandhills Bcstg. Corp.
T.ans. Address 1100 West 10th St.
Phone: 1400 Air Time: Full Time
News Service UP
Transcription Service World
Representative McGillvra
Membership NARTB
President J. W. Cover
General Manager Gene Ackley
Ad Manager Carl Langewisch
Production Asst. Ted Ford
Chief Engineer Roland Reed

KWBE—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
Membership NARTB
President Merle G. Jones
General Manager Bud Pentz
Commercial Mgr. William Boyce
Prod. Supervisor R. Templeton
Chief Engineer Arlin Holle

KCNI—Broken Bow—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By Custer County Bcstg. Co.
Address Box 561
Phone: 611 Air Time: Daytime
News Service UP
Transcription Service Capitol
Manager Georgia A. Crawford
Commercial Mgr. Joe Grieser

KCSR—Chadron—1954

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By 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

KJSK—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
President George Basil Anderson
Commercial Manager Milo Kincadd
Chief Engineer Max Reeve

KFGT—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
Phone: PArk 1-5012 Air Time: Full Time
Membership NARTB
News Service AP
Transcription Service Capitol
Pres., Gen. Mgr. Lester A. Walker
Station Manager Robert L. Johnson
Program Director Harry Gehrett
Publicity Director E. Smixer
Chief Engineer Harry Snyder

KMMJ—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
Representative H-R
Membership RAB, NARTB
President Don Searle
V. P. & General Manager Ken Titus
V. P. & Prog. & Sls. Service Ed Mason
Program Director Ed Meyer
Business Mgr. Williard Morton
Chief Engineer U. L. Lynch

KRGI—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, World
Representative Bogner & Martin
Manager Wick Heath
Sales Manager Ray Kozak

KHAS—Hastings—1940

MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Nebraska Bcstg. Co.
Transmitter Address 906 W. Second St.
Phone: 2-5101 Air Time: Full Time
News Service INS
Transcription Service Thesaurus
Representative Gill-Perna
Membership NARTB
President Fred A. Seaton
General Mgr. Duane L. Watts
Station Mgr. J. W. Jackson Jr.
Comm. Mgr. Pat Haase
Sls. Prom. Mgr. Ken Willis
Prog. Dir. Robert Wareham
Chief Engineer Vance Filken

KGFW—Kearney—1930

MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Central Neb. Bcstg. Corp.
Business-Studio Address Platte Valley Bldg.
Phone: 2131 Air Time: Full
News Service UP

RepresentativeHal Holman
MembershipNARTB
General Manager.....J. C. Mitchell
Sta. Comm. Mgr......Bob Riedy
Sls. Prom. Mgr......Wes Graham
Program Director.....Bob Jenkins
Publicity Director.....Mary Mitchell
Chief Engineer.....David Roberts

Phone: 1450.....**Air Time: Daytime**
News ServiceAP
TranscriptionStandard
RepresentativeMcGillvra, Inc.
MembershipNARTB
Pres., Gen. Sta. Mgr......LeRoy W. Lenwell
Program Dir......Ronald D. Schaffer
Comm. Manager.....Don Hays

KRVN—Lexington—1950

Frequency: 1010 Kc......**Power: 25,000 Watts d.**
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Phone: 42371.....**Air Time: Daytime**
Transcription ServiceStandard
News ServiceAP
RepresentativeRaymer
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Harry H. Packard
Program Director.....G. W. Embree
Chief Engineer.....Robert Bitner

WJAG—Norfolk—1922

Frequency: 780 Kc......**Power: 1000 Watts d.**
Owned-Oper. By.....Huse Publ. Co.
Phone: 20.....**Air Time: Daytime**
RepresentativeWalker
PresidentGene Huse
Station ManagerBob Thomas
Operations Director.....Glenn Hixson
Publicity Director.....Earl Katz
Comm. Manager.....Evans Meier
Chief Engineer.....Frank Wiedenbach

KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc......**Power: 250 Watts**
Owned-Operated By.....Cornbelt Bcastg. Corp.
Business-Studio Address.....48th and Vine Sts.
Phone: 6-2331.....**Air Time: Full Time**
News ServiceAP
Transcription Service.....Thesaurus, Standard
RepresentativePaul Raymer
MembershipNARTB, RAB
PresidentJames Stuart
Gen., Sta. Mgr......Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Robert Askey
Chief Engineer.....Al Pugsley

KNBR—North Platte—1952

Frequency: 970 Kc......**Power: 1000 Watts d.**
Owned-Oper. By.....John Townsend
Address.....P. O. Box 778
Phone: 3528.....**Air Time: Daytime**
RepresentativeIndie Sales
Manager.....Bill Lemke

KLIN—Lincoln—1947—MBS

Frequency: 1400 Kc......**Power: 250 W.**
Owned-Operated By.....Frudegar Bcastg. Co.
Address.....417 Sharpe Building
Phone: 5-4377.....**Air Time: Full**
RepresentativesRambeau
News Service.....AP
TranscriptionWorld
Pres., Gen. Mgr......Robert W. Frudegar

**KODY—North Platte—1930
NBC-KBS**

Frequency: 1240 Kc......**Power: 250 Watts**
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address.....1529 W. 12th
Phone: 382.....**Air Time: Full Time**
RepresentativeMeeker
Gen., Sta. Mgr......John Alexander
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Publicity Director.....Jerry Wing
Chief Engineer.....Jay Blakesley

KLMS—Lincoln—1949—KBS

Freq.: 1480 Kc......**Power: 1 Kw. d., 1 Kw. n.**
Owned.....Lincoln Bcastg. Corp.
Address.....130 N. 16th St.
Phone: 2-7579.....**Air Time: Full Time**
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr......Frank Stubbs
Chief Engineer.....Charles Winkler

KOGA—Ogallala—1954

Frequency: 930 Kc......**Power: 500 Watts**
Owner.....Ogallala Bcastg. Corp.
Address.....216 N. Spruce
Phone: 930.....**Air Time: Daytime**
News ServiceUP
TranscriptionThesaurus, SESAC
RepresentativeIndie Sales
MembershipNARTB
Pres., General Manager.....Newell Eastman
Station Manager.....Helen Eastman
Commercial Manager.....James B. Creed
Sales Promotion Mgr......Henry Hagge
Program Director.....James B. Creed
Chief Engineer.....Howard Harrington

**KBRL—McCook—1947
MBS-KBS**

Frequency: 1300 Kc......**Power: 1 Kw. d.**
Owned.....McCook Bcastg. Co.
Address.....1300 West J St.

**KBON—Omaha—1942
MBS-ABC**

Frequency: 1490 Kc......**Power: 250 Watts**

Owned-Operated By..... Inland Bcatg. Co.
 Business-Studio Add..... World Ins. Bldg.
 Phone: Jackson 8282..... Air Time: Full Time
 Representative..... Pearson
 Pres., Gen. Mgr..... Paul R. Fry
 Sales Manager..... Ernest S. Priesman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KFAB Bcatg. Co.
 Business-Studio Address..... 620 Farnam Bldg.
 Phone: Ja. 3420..... Air Time: 24 Hours
 Representative..... Free & Peters
 General Manager..... Harry Burke
 General Sales Mgr..... Harold Soderlund
 Promotion Mgr..... Don Shoemaker
 Program Director..... Lyell Bremser

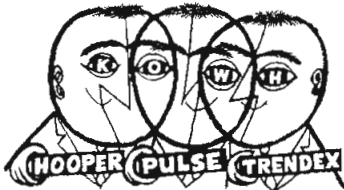
KOIL—Omaha—1925—ABC

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Central States Bcatg. Co.
 Business-Studio Address..... 511 So. 17th St.
 Phone: JACKSON 7826..... Air Time: Full Time
 Transcription Service..... Capitol, Standard, World
 Representative..... Avery-Knodel
 Membership..... NARTB, RAB
 Co-Manager, Programs..... Chic Crabtree
 Co-Manager, Sales..... Don W. Borden

KOWH—Omaha—1922

Frequency: 860 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Mid-Continent Bcatg. Co.

all three see
EYE-TO-EYE-TO-EYE



No matter who asks the question

KOWH Omaha
 is the answer!

43.7% average share-of-audience per latest Hooper. Latest Omaha-Council Bluffs PULSE has KOWH on top in every time period. So does Trendex. KOWH is first in every time period of every Omaha survey. Good coverage, too on 660 kc. Call the H-R man, or General Manager Virgil Sharpe.

MID-CONTINENT BROADCASTING COMPANY

President, Todd Storz

WHB, Kansas City, Repr: Jahn Blair & Co.
 WTIX, New Orleans, Repr: Adam J. Young, Jr.
 KOWH, Omaha, Repr: H-R Repr, Inc.

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 Mgr..... Jack Sandler
 Sls. Prom. Manager..... Ed Morgan
 Publicity Director..... George Dunlevy
 Chief Engineer..... Bill Baldwin

WOW—Omaha—1923—CBS

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
 Representative..... John Blair
 Chairman of Board..... Fred Bohlen
 President..... E. T. Meredith
 Vice Pres., Gen. Mgr..... Frank P. Fogarty
 Sales Manager..... Bill Wiseman
 Program Director..... Ray Olson
 Chief Engineer..... Glenn Flynn

**KNEB—Scottsbluff—1948
 MBS-IMN**

Freq: 960 Kc..... Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By..... Platte Valley Bcatg. Corp.
 Business-Studio Address..... Golden Rule Bldg.
 Phone: 1620..... Air Time: Full Time
 Representative..... Hal Holman
 President..... John R. Jirdon
 General-Station Mgr..... Russ M. Stewart
 Commercial Mgr..... Byron Joachim
 Sales Prom. Mgr..... Kermit Kath
 Program Director..... Wayne McIntosh
 Chief Engineer..... Leslie A. Proctor

**KOLT—Scottsbluff—1930
 CBS**

Frequency: 1320 Kc..... Power: 5000 d., 1000 n.
 Owned-Operated By..... The Hilliard Co.
 Address..... 1517 Bway
 Phone: 856..... Air Time: Full Time
 Representative..... Gill-Perna
 Manager..... L. L. Hilliard

**KSID—Sidney—1952
 ABC**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Wm. C. Grove, Inc.
 Address..... Legion Park
 Phone: 5503..... Air Time: Full Time
 Representative..... McGillvra
 Gen., Comm. Mgr..... David W. Young

KAWL—York—1954—KBS

Frequency: 1370 Kc..... Power: 500 W. d.
 Owned-Operated By..... Prairie States Bcatg.
 Address..... York
 Phone: 33..... Air Time: Day
 Pres., Mgr..... M. L. Gleason
 Sec'y, Farm Director..... T. L. Gleason

KPTL—Carson City—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: E. L. & A. Bullis
Address: Box 523
Phone: 940 Air Time: Full Time
News Service: UP
Representative: O'Connell
Membership: NARTB
General Manager: Edwin L. Bullis
Commercial Manager: Ralph Nelson

KELK—Elko—1948 MBS-IMN

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

KELY—Ely—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: White Pine Bcstg. Co.
Address: Hotel Nevada
Phone: AMherst 4-2077 Air Time: Full Time
Membership: RAB
News Service: AP
Co-Managers: D. I. Hansen, D. V. Bradley

KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated: Moritz Zenoff
Address: New Frontier Hotel
Phone: DUDley 2-7171 Air Time: Full Time
Newspaper Affil.: Henderson Home News
News Service: AP
Representatives: BTS, McGavren
Pres., Gen. Manager: Moritz Zenoff
Sales Prom. Manager: Brad Bennett
Chief Engineer: Jim Blaine

KENO—Las Vegas—1940 ABC

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Nevada Bcstg. Co.
Address: 810 Keno Lane
Phone: 1400 Air Time: Full Time
Representative: W. S. Grant
General Manager: Merl Sage

KLAS—Las Vegas—1948 CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bctrs., Inc.
Address: Desert Inn, P. O. Box 1510
Phone: DU 4-4646 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 Pursell
Program Director: John C. Edington
Publicity Director: Betty Swain
Chief Engineer: Ralph Smith

KORK—Las Vegas—1951 NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Southwestern Bcstg. Co.
Address: Hotel Thunderbird
Phone: 6500 Air Time: Full Time
Representative: Pearson
Membership: RAB
President: Donald W. Reynolds
General Manager: Merrill Inch

KRAM—Las Vegas—1947 MBS-KBS-IMN

Freq., 920 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By: Boulder City Bcstg. Co.
Address: P. O. Box 1712
Phone: 920 Air Time: Full Time
Station Representative: Avery-Knodel
President: Edward J. Jansen
General Manager: Truman B. Hinkle

KATO—Reno—1946 MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Robert L. Stoddard
Business-Studio Address: Box 2231
Phone: 2-4501 Air Time: Full Time
Representative: Walker, McGavren
News Service: UP
Transcription Service: McGregor
Pres., Gen. Mgr.: R. L. Stoddard
Chief Engineer: Al Glass

KOH—Reno—1928—NBC

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owner: McClatchy Bcstg. Co. of Nevada
Address: P. O. Box 2271
Phone: 3-5106 Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Raymer
Membership: NARTB, RAB
Manager: Hewitt Kees

KOLO—Reno—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Western Bcstg. Co.
Business-Studio Address: 33 Sierra St.
Phone: 2-4516 Air Time: Full Time
News Service: UP
Representative: Pearson
Membership: NARTB, RAB
President: Donald W. Reynolds
General-Station Manager: H. G. Wells
Program Director: Len Sherman
Sls. Prom. Mgr., Pub. Dir.: Pat Welty
Chief Engineer: George O'Brien

KONE—Reno—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Magown, Jones & Harford
 Address 700 Forest St.
 Phone: 3-4493 Air Time: Full Time
 News Service AP
 General Manager James W. Harford

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

NEW HAMPSHIRE

Pop. Feb. 1, 1956 (Est.) 543,000—Families 160,000
 Radio Homes 153,000—TV Homes 135,610—Stations in State 13

WMOU—Berlin—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. White Mtns. Bcastg. Co.
 Address 27 Green Square
 News Service AP
 Transcription Service World
 Representative Borgatti, Stars Natl.
 Membership NARTB, RAB
 President John W. Guider
 General Manager Jock MacKenzie
 Program Dir. Charles Ross

WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. Grandview Inc.
 Trans. Address 221 Washington St.
 Phone: 1800 Air Time: Full Time
 News Service UP
 Representative A. Youug, L. Borgatti
 President William J. Barkley
 General Manager Ralph Gottlieb
 Sales Prom., Comm., Sta. Mgr. F. Richard Hill
 Prog. Pub. Director P. C. Smith
 Chief Engineer A. J. Davis

**WKXL—Concord—1946
KBS-CBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Capitol Bcastg. Co.
 Business-Studio Address 110 N. Main St.
 Phone: 5-5521 Air Time: Full Time
 News Service UP
 Representative Walker
 Membership NARTB
 President H. Scott Kilgore
 General Manager W. Sweeney
 Station Manager Howard Chase
 Program Director Tom Ferris
 Chief Engineer Fred Sheehan

WJWG—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By WJWG, Inc.
 Address Box 679
 President John W. Guider

News Service UP
 Station Rep. W. S. Graie
 General Manager Franz J. Robischon

**KWNA—Winnemucca—1955
KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owner N. W. Radio & TV Corp.
 Address Sonoma Inn
 News Service AP
 Transcription Lang-Worth, SESAC
 Representative Paschall
 Pres., Gen. Manager Lester W. Pearce

**WTSL—Hanover-Lebanon
1950—ABC**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WTSL Inc.
 Address 155 Front St., Manchester, N. H.
 Phone: 4-4075 Air Time: Full Time
 News Service UP
 Station Rep. Borgatti, Young
 President William J. Barkley
 General Manager Ralph Gottlieb
 Station Manager Harold Learned
 Comm. Sis. Prom. Mgr. Alson Engelhardt
 Program Director Joe Shaw
 Chief Engineer Al Davis

**WKNE—Keene—1926
CBS-YANKEE**

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By WKNE Corp.
 Address 17 Dunbar St.
 Phone: 2080 Air Time: Full Time
 News Service AP
 Representative Meeker, Kettell-Carter
 Membership NARTB, RAB
 President Joseph K. Close
 Gen., Sta., Comm. Mgr. Frank B. Estes
 Sis. Prom., Prog., Pub. Dir. Ted B. Sawyer
 Chief Engineer Ernest Roberge

WLNH—Laconia—1922

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By Northern Bcastg. Corp.
 Bus.-Studio Address Masonic Temple Bldg.
 Phone: 2300 Air Time: Daytime
 News Service AP
 Representative Kettell-Carter, Grant
 Membership NARTB
 Gen., Sta. Mgr. Arthur Rothafel
 Commercial Manager Sydney Clarke
 Program Director Irving W. Kaizer

**WFEA—Manchester—1932
CBS**

Frequency: 1370 Kc. Power 5 Kw.
 Owned Public Information, Inc.
 Phone: 5-5491 Air Time: Full Time

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...... Alan Rock
Chief Engineer..... Jay Kosik

WKBR—Manchester—1946

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
Sta. Mgr., Prog., Pub. Dir. Warren H. Journey
Commercial Mgr...... Arthur Cooper
Sales Prom. Mgr...... Forrest Morgan
Chief Engineer..... Royston Phillips

WMUR—Manchester—1941
ABC-MBS-Yankee

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: 3-8061. **Air Time:** Full Time
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, RAB
Pres., Treas...... Francis P. Murphy
Vice-Pres., Gen. Mgr...... N. Gittleson
Program Director..... Bernie Mack

WOTW—Nashua—1947

Frequency: 900 Kc. **Power:** 1000 Watts d.
Owned-Operated By..... Nashua Bcstg. Corp.
Bus-Studio-Transmitter Location..... Lund Rd.
Phone: TUXedo 2-2781. **Air Time:** Daytime
News Service UP
Representative Walker
Membership RAB, NARTB
Pres., Gen. Mgr...... Arthur A. Newcomb
Sta., Prom. Manager..... R. E. Berry
Comm. Manager..... Armand Bedard
Program Director..... Roger Allan
Publicity Director..... Richard Stuart
Chief Engineer..... R. C. Bingham

WHEB—Portsmouth—1932

Frequency: 750 Kc. **Power:** 1000 Watts d.
Owned-Operated By..... WHEB, Inc.
Phone: 646. **Air Time:** Daytime
News Service AP
Transcription Service World
Representative Foster, Walker
Pres., Gen., Comm. Mgr...... Charles M. Dale
Station Manager..... Thomas M. Dale
Program Dir...... George Pinkerton
Senior Engineer..... Anthony Vaccaro

WVNH—Rochester—1948

Frequency: 930 Kc. **Power:** 5000 Watts
Owned-Operated By..... Strafford Bcstg. Corp.
Address..... Rochester Hill Rd.
Phone: 1400-1. **Air Time:** Daytime
News Service UP
Representative..... Kettell-Carter, Grant Webb
Membership RAB, NARTB
Pres., Gen. Mgr...... A. J. K. Malin
Commercial Mgr...... M. C. Ball
Sta. Mgr., Pub. Dir...... H. Martin
Prog. Dir...... J. Alan Jasper
Chief Engineer..... Ralph Warren

NEW JERSEY

Pap. Feb. 1, 1956 (Est.) 5,345,000—Families 1,614,000
 Radio Homes 1,557,000—TV Homes 1,547,810—Stations in State 23

WJLK—Asbury Park—1926

Frequency: 1310 Kc. **Power:** 250 Watts
Owned-Operated By..... Asbury Park Press, Inc.
Address..... Press Plaza
Phone: Prospect 4-3000. **Air Time:** Full Time
News Service AP
Transcription Service Lang-Worth
Newspaper Affiliate Press
Membership NARTB
President..... Wayne D. McMurray
Station Manager..... Everette Rudloff
Commercial Manager..... Margaret Curtis
Prog. Mgr...... Charles F. Hill
Program Director..... Frank Huber

WLDB—Atlantic City—1955
MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By..... Atlantic City Bcstg. Co.
Address..... Senator Hotel

Phone: 4-6573. **Air Time:** Full Time
News Service UP
Transcription Lang-Worth, SESAC
Membership NARTB
Pres., Gen. Mgr., Ch. Eng...... Leroy Bremner
Station Manager..... John F. Moore
Business, Comm. Mgr...... Dorothy Bremner

WMID—Atlantic City—1947
ABC-MBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By..... Mid-Atlantic Bcstg. Co., Inc.
Address..... Brighton Hotel
Phone: 4-7131. **Air Time:** Full Time
News Service AP
Transcription Service World
Representative Stars Natl.
President..... Richard Endicott
General Manager..... David H. Freedman
Program Director..... Alan Owen

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 Service UP
Representative... John E. Pearson
President... Jack Berkman
Gen., Comm. Mgr. Harry Foster
Director of Operations, C. E. Blair K. Thron
Office Manager Pearl Kogen
Program Dir. Ed Davis
Publicity Director Jessie Morris

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
Prog. Director Joseph McCulley
Sls. Prom. Manager Jerry Alden
Publicity Director Deane Eadie
Chief Engineer Ed Bold

WCAM—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
Gen., Comm. Manager John Cleary
Program Director Jack La Mar
Sales Prom. Mgr. Jack Silin
Chief Engineer John Zander

WKDN—Camden—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... South Jersey Bcstg. Co.
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

WMLV—Millville—1953

Frequency: 1440 Kc. Power: 1000 Watts
Owner Union Lake Bcstrs., Inc.
Address Radio Park
Phone: TAYlor 5-2600 Air Time: Daytime
News Service UP
Transcription Lang-Worth
President John H. Norris
General Manager D. H. Freedman
Program Director M. A. Culpepper

WMTR—Morristown—1948
ABC

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By... Morristown Bcstg. Co.
Address 10 Park Place
Phone: JE. 4-6190 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

WAAT—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; PLaza 5-1331 (N. Y.)
News Service AP
Air Time Full Time
Transcription Service Associated
Representative Forjoe
President, Gen. Mgr. Irving R. Rosenhaus
Vice-Presidents E. S. Lennon, F. V. Bremer
Director of Sales E. L. Cossman
Radio Sales Manager Harold Edison

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
Stebenville, Ohio

WHBI—Newark—1922

Freq.: 1280 Kc...Power: 2½ Kw. d., 1 Kw. n.
 Owned-Operated By...May Radio Bcst. Corp.
 Business-Studio Address...35 Warren St.
 Phone: Mitchell 2-7353...Air Time: Sun. Only
 President...James L. Shearer
 Station Manager...William Masi
 Program Dir...Marie Masi
 Chief Engineer...Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc...Power: 5000 Watts
 Owned-Oper. By...Rollins Bcstg. Co.
 Business-Studio Address...P. O. Box 1258
 Phone: UN 2-3665...Air Time: Full Time
 Representative...Rollins Bcstg. Co.
 Transcription...Standard
 News Service...UP
 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 7600
 News Service...UP
 General Manager...Ivon B. Newman

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...NARTB
 President, Sta. Mgr...James L. Howe
 Commercial Manager...James M. Vogdes, Jr.
 Prog. Dir...John Allen Potts
 Sls. Prom., Pub. Dir...Jean Shuha
 Chief Engineer...Victor Takach

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc...Power: 500 Watts
 Owned...Sussex County Bcstrs.
 Address...Box 243
 Phone: 1616...Air Time: Daytime
 News Service...AP
 Partners...S. C. Wolfe, Jr.,
 W. Fairclough, R. A. Mensel
 Gen., Sta. Mgr...Thurston Holmes
 Program Director...Margaret Holmes
 Chief Engineer...Arthur Crissey

WOND—Pleasantville—1950

Frequency: 1400 Kc...Power: 250 Watts
 Owned-Oper. By...S. Jersey Radio, Inc.
 Address...Old Turnpike
 Phone: 3971...Air Time: Full Time
 Transcription Service...Standard, Thesaurus
 News Service...AP
 Membership...NARTB
 President...Harlan G. Morrelle
 General Manager...T. K. Cassel
 Station Manager...John Struckell
 Chief Engineer...Milton Thurlow, Jr.

"Business today
 Consists in
 Persuading Crowds"
 ... Gerald Lee



"Mighty Mike"

WCTC

New Brunswick, N. J.

1450 AM

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

WPAT—Paterson—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By WPAT, Inc.
 Business-Studio Address 66 Hamilton St.
 Phones Armory 4-3400, PE. 6-2945 (N. Y.)
 Air Time Full Time
 News Service UP
 President, General Manager D. J. Wright
 Vice-President Charles W. Parker
 Exec. G. M. Asst. W. S. Calvert

WBUD—Trenton—1947

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Morrisville Bcstg. Co.
 Address Ewingville Rd.
 Phone: EX 4-7191 Air Time: Full Time
 Station Rep. United Bcstg.
 General Manager Richard M. Hardin
 Station Manager Teresa Rose
 Comm. Manager William Garry
 Program Director Frank Brooks
 Chief Engineer Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts
 Owned WOAX, Inc.
 Address 416 Bellevue Ave.
 Phone: EX 3-4281 Air Time: Daytime
 Representative Grant Webb
 President William DeFreitas
 Gen., Sta., Comm. Mgr. William G. Long
 Sales Prom. Manager Roy McFadden
 Program Director Albert Leibert
 Chief Engineer Nicholas Dalessandro

WTTM—Trenton—1941—NBC

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Bcst. Corp.
 Bus.-Stu. Add. 246 N. High St., Columbus, O.
 Phone: CApitol 8-4711 Air Time: Full Time
 Representative ForJoe
 President M. D. Lincoln
 General Manager Herbert E. Evans
 Station Manager Fred E. Walker
 Publicity Director Howard Tedder
 Prog. Dir. Wes Hopkins
 Chief Engineer Chester Sunderland

WWBZ—Vineland—1946

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Community Bcstg. Serv.
 Address 633 Wood St.
 Phone: Vineland 9-6500 Air Time: Full Time
 Representative Gill-Perna
 President Joseph M. Bullock


WCRV—Washington—1955

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Simon Geller
 Address 537 45th Street, Union City

**WCMC—Wildwood—1951
KBS**

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By Francis J. Matrangola
 Address 3010 N. J. Ave.
 Phone: 2-7751 Air Time: Full Time
 Owner, Gen. Mgr. Francis J. Matrangola

*Distinctive
Music . . .*



for New York and New Jersey

**THE
GASLIGHT
STATION**

WPAT
930 KC.

KALG—Alamogordo—1950 KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By William Wayne Phelps
Address Box 268
Phone: 211 Air Time: Full Time
News Service UP
Transcription Thesaurus
Membership NARTB, RAB
President William Phelps
Sta. Sls., Prom., Prog. Dir. Bob Hoffman
Comm. Mgr., Prog. Dir. Terry Clark
Chief Engineer Bobby Wells

KABQ—Albuquerque—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KABQ Bcstg. Co.
Address 317 N. Broadway, Box 1388
Phone: 3-1744 Air Time: Full Time
Transcription Service Thesaurus
News Service AP
Representative Richard O'Connell, Oakes
Membership NARTB
President Helen A. Price
V.P., Gen. Mgr. Bert Arnold

KDEF—Albuquerque—1953

Frequency: 1280 Kc. Power: 1 Kw. d.
Owned KDEF Bcstg. Co.
Address 506 2nd St. N.W.
Phone: 3-7813 Air Time: Daytime
News Service AP
Transcription Service Standard
Station Representative McGillvra
Membership NARTB
President, Gen. Mgr. Frank Quinn
Sta. Mgr., Prog. Dir. Wayne Griffin
Comm. Manager Ben Caine
Publicity Director Betty Colbert
Chief Engineer Don White

KGGM—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
News Service AP
Representative Weed & Co.
Transcription Service World
Pres., Gen. Sta. Manager A. R. Hebenstreit
Comm. Sls. Prom. Mgr. Merwyn Akin
Prog., Pub. Director Robert Van Driel
Chief Engineer Leonard F. Dodds

KQUE—Albuquerque—1946 ABC

Freq.: 860 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By Sunshine Bcstg. Co., Inc.
Bus-Studio Address 2000 Indian School Rd.
News Service UP
Transcription Service Associated
Representative John E. Pearson Co.

President, Gen. Mgr. Wm. Wayne Phelps
Secretary-Treasurer DeWitt Landis
General Manager A. M. Caldwell
Chief Engineer Donald Delaney

KOB—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 UP
Transcription Service Lang-Worth
Representative Branham
Membership RAB, NARTB
Pres., Gen. Mgr. Wayne Coy
Sales Prom. Manager Bill Mickel
Program Director Michael Dillon
Chief Engineer George S. Johnson

KSVP—Artesia—1946 KBS-MBS-IMN

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 38
Phone: SH 6-2751 Air Time: Full Time
News Service UP
Transcription Service Standard, Capitol
Membership NARTB, RAB
President Martin Yates III
Gen. Sta., Comm. Sls. Mgr. David M. Button
Chief Engineer L. O. Wilcox

KAVE—Carlsbad—1937—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Voice of the Caverns, Inc.
Business-Studio Address 601 No. Canal St.
Phone: TUXedo 5-4101 Air Time: Full Time
News Service AP
Representative Branham
President N. H. Battison
General Manager John H. Battison
Commercial Manager Richard E. Doyle
Program Director Bob Fuller
Chief Engineer Harland Nilong

KPBM—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
News Service AP
Transcription Service Thesaurus
Representative McGillvra
Membership RAB, NARTB
Pres., Gen. Sta., Comm. Mgr. D. A. Swayze
Prog. Director Ed Lyons
Chief Engineer Vic Daley

KLMX—Clayton—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Ari-Ne-Mix Bcstg. Corp.
Address Box 7, Fair Grounds

Phone: 616..... Air Time: Full Time
 Transcription Service Thesaurus
 News Service UP
 Representative Best, Palmer
 President Arthur Jernigan
 Manager Frank Vale

KCLV—Clovis—1952

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... New-Tex Bdcstg.
 Address 2112 Thornton
 Phone: 4401..... Air Time: Full Time
 Transcription Service Lang-Worth
 Membership NARTB
 Representative Pearson
 Manager Odie L. Echols, Jr.
 Comm. Manager Albert Houpe

KICA—Clovis—1932—MBS

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By..... KICA, Inc.
 Address..... 520 Pile St.
 Phone: 5511..... Air Time: Full Time
 News Service AP
 Station Representative Hal Holman
 Membership RAB
 Pres., Gen., Sta. Mgr..... G. C. Packard
 Comm. Manager..... J. W. Richardson
 Program Director..... James C. Self
 Chief Engineer..... M. S. O'Dell

KOTS—Deming—1954

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
 Membership NARTB
 President, Gen. Mgr..... Robert W. Tobey
 Commercial Manager..... Benny R. Smith
 Sales Promotion Manager..... Pete Acosta
 Prog. Dir., Chief Eng..... Larry Chisholm
 Publicity Director..... Lad Engholm

KVBC—Farmington—1951

MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Station KVBC
 Address..... 413½ West Main St.
 Phone: Davis 5-3541..... Air Time: Full Time
 News Service UP
 Membership RAB
 Transcription Service World
 Pres., Gen., Sta. Mgr..... C. O. Kendrick
 Commercial Mgr..... Bob Williams
 Prog. Dir..... Gene Pearsall
 Sls. Prom. Mgr..... John Dorman
 Publicity Dir..... Fred Finlay
 Chief Eng..... M. E. Bowles

KGAK—Gallup—1946—KBS

Frequency: 1330 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Thunderbird Bcstg. Co.
 Address..... P. O. Box 1231

Phone: 1300..... Air Time: Full Time
 Newspaper Affiliation Times
 News Service AP
 Transcription Service World
 Station Representative McGillvra
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Merle H. Tucker
 Sta., Comm. Mgr..... Harold Cook
 Chief Engineer..... Robert Adamson

KHOB—Hobbs—1954

Frequency: 1280 Kc..... Power: 1 Kw.
 Owned..... Permian Basin Radio Corp.
 Address..... P. O. Box 247
 Phone: 3-5148..... Air Time: Daytime
 Station Rep. Melville
 News Service AP
 Membership NARTB
 Co-Mgrs. Charles Scott, Quenton Crandall
 Sales Mgr. Jack Crandall

KWEW—Hobbs—1938

MBS

Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By..... KWEW, Inc.
 Representative Branham
 General Manager Harry McAdams

KOBE—Las Cruces—1947

MBS-IMN-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Mesilla Valley Bcstg. Co.
 Bus. Studio Address..... 940 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..... Donald W. Husted
 Comm. Manager..... Benjamin O. Norgress
 Sls. Prom. Manager..... Betty Wallace
 Program Director..... Phil Mead
 Publicity Director..... James Haight
 Chief Engineer..... Jack Diehl

KGRT—Las Cruces—1955

Frequency: 570 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Taylor Enterprises, Inc.
 Address..... 512 W. 2nd St.
 President..... W. G. Taylor
 Gen. Mgr., Chief Eng..... Vernon Hughes

KFUN—Las Vegas—1941

ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Southwest Bcsters. Inc.
 Business Address..... Box 710
 News Service UP
 Transcription Service..... Standard Lang-Worth
 Membership NARTB, RAB
 Representative..... Hil F. Best
 President, Gen. Mgr..... Ernest N. Thwaites

KRSN—Los Alamos—1949

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunshine Bcstg. Co
Address.....Community Center
Phone: 2-4422.....Air Time: Full Time
Representative.....John E. Pearson
President.....W. W. Phelps
Gen., Sta., Comm. Mgr.....Bob Porton
Prog., Pub. Dir.....John L. Lockhart
Chief Engineer.....Jack Hardwick

KLEA—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
President, Gen. Mgr.....David R. Worley
Asst. Mgr., Prom. Mgr.....Gil Haugen
Comm. Mgr., Pub. Dir.....Hoyt Caldwell
Program Director.....Robert Burt
Chief Engineer.....Francis Clements

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Phone: 600.....Air Time: Full Time
Manager.....L. Randolph

KRTN—Raton—1948

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Lloyd Hawkins
Business Address.....Box 815
Station Rep.....Hil Best
Membership.....RAB
Owner.....W. Lloyd Hawkins

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Taylor Bcstg. Co.
Address.....512 W. 2nd St.
Phone: MAin 2-2120.....Air Time: Daytime
Station Rep.....Clark
President.....William C. Taylor
District Manager.....Woodrow Groves
Station Manager.....G. F. "Jud" Roberts
Sales Prom. Manager.....Jean Groves
Program Director.....Almarie Oldfield
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927

MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....1621 N. Washington
Phone: MA 2-5110.....Air Time: Full Time
Representative.....Branham
President.....Theresa P. Whitmore
Gen., Sta. Manager.....W. E. Whitmore, Jr.
Comm., Prom. Manager.....Harry J. Porter
Program Director.....Beverly Brigham

Publicity Director.....Stan Gallup
Chief Engineer.....Bob Henske

KSWS—Roswell—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....Box 670
Phone: MAin 2-6450.....Air Time: Full Time
Representative.....Meecker, Melville
Owner & Gen. Mgr.....John A. Barnett
Prog. Dir.....John Anderson
Sta., Comm. Mgr.....Larry Gordon
Asst. Gen. Mgr.....W. L. Shackelford
Chief Engineer.....Ray R. Summersgill

KTRC—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
Representative.....McGillvra
Pres., Gen., Sta., Comm. Mgr., J. Gibbs Spring
Prog., Pub. Director.....Bayne A. Spring
Chief Engineer.....Lloyd Storr

KVSF—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
Manager.....Ivan R. Head

KSIL—Silver City—1946

CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Bus.-Studio-Transmitter Address...17th & Cactus
Representative.....Branham
Owner, Manager.....J. H. Duncan

**KCHS—Truth or Consequences
1946—KBS**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rex A. Tynes
Address.....P. O. Box 351
Phone: 266.....Air Time: Daytime
Representative.....Continental Radio Sales
Transcription.....Thesaurus
President.....Rex Tynes
Sta., Sls., Pub. Dir.....R. S. Fox
Program Director.....Beulah Weiss
Comm. Mgr., Chief Engineer.....Dell Sanders

KTNM—Tucumcari—1941

MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Quay County Bcstg. Co.
Business Address.....Box 668
Phone: 100.....Air Time: Full Time
Representative.....Melville
Co-Owner.....Lloyd Hawkins
Manager.....Howard Maudlin

WABY—Albany—1933

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Eastern N. Y. Bcstg.
Business-Studio: 80 Braintree St.
Phone: 2-3353 Air Time: Full Time
Representative: Rambeau
News Service: UP
President: David Kyle
General Manager: Arthur Kyle
Station Manager: Edward L. Trudeau
Program Director: Toni Brady
Comm. Sls. Prom. Mgr., Pub. Dir.: Alix Blake
Chief Engineer: Tom McDermott

WOKO—Albany—1924
MBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: Gov. Dongan Bcstg. Corp.
Business-Studio Address: Hotel Wellington
Phone: 9957 Air Time: Full Time
News Service: AP
President, General Mgr.: James T. Healey
Station Manager: Frank Panny
Comm. Manager: J. T. Sherwood
Program Director: John Lawrence
Chief Engineer: Stanley J. Pawlic

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ALBANY, N. Y.
50,000 WATTS OF POWER,
PERSONALITY & PUNCH!
LEO ROSEN, GENERAL MANAGER

WPTR—Albany—1948
MBS

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By: Patroon Brcdstg. Co., Inc.
Address: Hotel Sheraton
Phone: 5-3345 Air Time: Full Time
News Service: AP, UP
Transcription Service: World
Station Representative: Weed and Co.
President: J. Myer Schine
General Manager: Leo Rosen
Station Manager: Kay Feiley
Comm. Manager: Reed Gordon
Sls. Prom. Mgr.: D. O'Connell
Program Director: Dave Sauter
Chief Engineer: W. Russell David, Sr.

WROW—Albany—1947
CBS

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 Service: UP
Station Representative: Avery-Knodel
Membership: NARTB, RAB
President: Frank M. Smith
General Manager: T. S. Murphy
Station Manager: Harry L. Goldman
Program Director: Roger Bower
Sales Manager: Harry V. Barker
Chief Engineer: Charles Heisler

WCSS—Amsterdam—1948

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 Service: UP
Membership: RAB
General Manager: Walter T. Gaines

WMBO—Auburn—1926
MBS

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 Service: AP
Representative: Thomas F. Clark
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 ServiceAP
 Phone: 715.....Air Time: Full Time
 Pres., Gen. Mgr.....Edmund R. Gamble
 Sales Prom. Mgr.....John Collins
 Commercial Mgr.....Charles Snow
 Program Director.....Winifred Legg
 Publicity Director.....Jim Gerrely
 Chief Engineer.....Fred Callendar

**WENE—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.
 MembershipNARTE, RAB
 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

**WINR—Binghamton—1946
 NBC**

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By. Southern Tier Radio Service
 Business-Studio Address.....Robinson Bldg.
 Phone: 4-4318.....Air Time: Full Time
 Representative.....George P. Hollingbery
 MembershipNARTE, RAB
 PresidentDonald Kramer

**WKOP—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 ServiceAP
 Transcription ServiceWorld
 RepresentativeBolling
 MembershipNARTE, RAB
 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.....Triangle Pubs. Inc.
 Business Address.....1 Henry St.
 Phone: 3-7311.....Air Time: Full Time
 News ServiceAP
 Newspaper Affiliate.....Phila. Inquirer
 RepresentativeBlair & Co.
 MembershipNARTB
 Gen. Mgr., Triangle Radio & TV...R. W. Clipp
 Gen., Sta. Manager.....George R. Dunham
 Comm. Manager.....A. G. Hubbell
 Program Director.....E. M. Scala
 Chief Engineer.....Sherman Egan

**WBRV—Boonville—1955
 KBS**

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Black River Radio, Inc.
 AddressBoonville
 Phone: 11.....Air Time: Daytime
 News ServiceAP
 TranscriptionSESAC
 MembershipNARTB, RAB
 Pres., Gen. Manager.....Livingston Lansing
 Station Manager.....Alvin Cash
 Comm. Manager.....Edgar Hillyer
 Chief Engineer.....Gerald Prouty

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 ServiceLang-Worth
 Representative.....Henry I. Christal
 MembershipNARTB, BAB
 Vice-President.....A. H. Kirchofer
 General Manager.....C. Robert Thompson
 Station Manager.....Frank W. Kelly
 Sales Manager.....C. E. Daly
 Publicity Director.....Joseph A. Haeflner
 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.
 Phone: MOhawk 1400....Air Time: Full Time
 News ServiceAP, UP
 Transcription ServiceCapitol
 Station Representative.....Burke Stuart
 President.....Roy L. Albertson, Sr.
 General Mgr.....Michael L. Merla
 Sta., Comm. Manager...R. L. Albertson, Jr.
 Program Director.....Henry Brach
 Publicity Director.....Helen Kietzel
 Sales Promotion Mgr.....Eugene K. McWhite
 Chief Engineer.....Thomas L. Vines



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WKBW—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 ServiceUP
 RepresentativeAvery-Knodel
 MembershipNARTB
 Pres., Gen. Mgr.....Clinton H. Churchill
 Public Service Dir.....Dorothy L. Ireland
 V. P., Station Mgr.....Alfred E. Anscombe
 Program Director.....William Meeks
 Sls., Prom. Mgr.....Clinton D. Churchill
 Chief Engineer.....Leroy Fiedler

WEBR—Buffalo—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By.....WEBR, Inc.
 Business-Studio Address.....23 North St.
 Phone: Lincoln 7133..... Air Time: Full Time
 Newspaper Affiliation....."Courier-Express"
 News ServiceAP, INS, UP
 Trans. Service...Thesaurus, Standard, SESAC
 RepresentativeKatz
 MembershipNARTB, RAB
 President.....William J. Conners, 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.
 OwnedWGR Corp.
 Address.....184 Barton St.
 Phone: Summer 7115..... Air Time: Full Time
 News ServiceUP
 Station Rep...Peters, Griffin, Woodward, Inc.
 MembershipNARTB
 President.....George F. Goodyear
 General Mgr.....J. J. Bernard
 Sta., Comm. Mgr.....Nat L. Cohen
 Sales Prom. Mgr.....Ollie Howard
 Program Dir.....Robert J. Strigl
 Local Sls. Mgr.....A. Rocco
 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
 News ServiceUP
 OwnerLeon Wyszatycki
 Gen., Sta. Manager.....Ted Wyszatycki
 Commercial Manager.....Jack Greenfield
 Program Director.....Fred Klestins
 Chief Engineer.....Walter Williams Jr.

**WXRA—Buffalo—Kenmore
1948**

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By..W. New York Broad. Co.
 AddressBox 85
 Phone: AMherst 1160..... Air Time: Daytime
 News ServiceUP
 Transcription ServiceWorld

Gen. Manager.....Thaddeus Podbielniak
 Comm. Manager.....B. W. Flanders
 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 Bcstg. Adv. Inc.
 AddressBox 133
 Phone: 6-7000..... Air Time: Daytime
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeMcGillivra, Inc.
 Pres., Gen. Mgr.....Paul L. Carpenter
 Station Manager.....Paul E. Carpenter
 Program Director.....Richard Buzzard

WCLI—Corning—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Radio Corning, Inc.
 Address.....99 W. First St.
 Phone: 6-5421..... Air Time: Full Time
 Transcription Service.....Thesaurus
 Station Representative...Donald Cooke, Inc.
 News ServiceAP
 Pres., Gen. Mgr.....Gordon M. Jenkins
 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.
 Business-Studio Address.....27 N. Main St.
 Phone: SKyline 6-2828.... Air Time: Full Time
 News ServiceUP
 Transcription ServiceLung-Worth
 RepresentativeGill, Perna
 MembershipRAB, NARTB
 President.....Leighton A. Hope
 Gen., Sta., Comm. Mgr.....W. L. Thompson
 Chief Engineer.....Francis Ciccoricco

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 ServiceAP
 Transcription ServiceThesaurus
 Station RepresentativeWalker
 MembershipNARTB, RAB
 Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
 Commercial Manager.....B. F. Goodrich
 Sales Prom. Manager.....Larry H. Sands
 Prog., Pub. Director.....Anthony James
 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 ServiceAP
 Transcription ServiceThesaurus
 Station RepresentativeBurn-Smith
 MembershipNARTB

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 Vice Pres., Gen. Mgr..... Keith W. Horton
 Comm. Manager..... Frederick H. Elliott
 Program Director..... Ruth E. Dibble
 Chief Engineer..... Arthur French

WENY—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 Service..... AP
 Newspaper Affiliation... Gazette, Advertiser
 Transcription Service..... Lang-Worth
 Representative..... Everett-McKinney
 Membership..... NARTB, RAB
 General Manager..... Dale L. Taylor
 Commercial Mgr..... Bill Pope
 Sales Manager..... Woody Erdman
 Program Director..... Ted Hodge
 Chief Engineer..... Thurlow A. Greene

WGGB—Freeport—1924

Frequency: 1240 Kc..... Power: 100 Watts
 Business-Studio Address... 44 So. Grove St.
 Phone: Freeport 9-1400... Air Time: Full Time
 Trans. Serv... Lang-Worth, Thesaurus, World
 News Service..... AP
 Membership..... NARTB
 General Manager..... John D. Whitmore
 Commercial Manager..... Murray C. Evans
 Program Director..... John Clayton
 Sales Prom. Manager..... Herbert Clock
 Publicity Director..... Jim Tucker
 Chief Engineer..... Gus Tsavalas

WOSC—Fulton—1949

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Cassill Radio Corp.
 Address..... W. Bridge & Water, Oswego
 Phone: 3088..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 President..... Richard C. Mitchell
 General Manager..... Jack Burgess

WGVA—Geneva—1947—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Bcstg. Co., Inc.
 Phone: 6691..... Air Time: Full Time
 News Service..... AP
 Representative..... Cooke
 Transcription Service..... World
 President..... M. R. Forman
 V.P., Gen. Manager..... Thomas L. Brown
 Sta., Comm. Mgr..... Ernest F. Oliver
 Pub., Prog. Director..... Alex Lamutis
 Sales Prom. Mgr..... Archie Fabretti
 Chief Engineer..... R. Carleton Greene

WWSC—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 Service..... AP
 Newspaper Affil..... Post
 Transcription Service..... SESAC
 Representative..... Devney
 Membership..... RAB
 Pres., Gen Mgr..... Martin Korig
 Program Director..... R. E. Middleton
 Publicity Director..... V. E. Wiley
 Asst. Mgr., Ch. Engineer..... Wilson P. Foy

WENT—Gloversville—1944
CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... WENT Bcstg. Corp.
 Business-Studio Address... 8 W. Fulton St.
 Phone: 4-7175..... Air Time: Full Time
 News Service..... UP
 Representative..... Gill-Perna
 Pres., Gen. Manager..... A. C. Lloyd, Jr.
 Program Director..... Peter Dreyer
 Sls. Prom. Mgr..... J. H. Tobin
 Chief Engineer..... Richard Stewart

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..... Gill-Perna
 Membership..... RAB
 Pres., Gen. Mgr..... Paul Godofsky
 Comm. Manager..... 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 Bcstng. Corp.
 Business-Studio Address... 97 Main St.
 Phone: 1420..... Air Time: Daytime
 News Service..... UP
 Representative..... Gill-Perna
 Transcription..... World
 Membership..... RAB
 Pres., Gen. Mgr..... Charles D. Henderson
 Sta. Mgr..... G. W. Stidstone
 Sls. Prom. Mgr..... E. Barnes
 Prog. Dir..... Don Jones
 Chief Engineer..... Frederick Witter

WWHG—Hornell—1949

Frequency: 1320 Kc..... Power: 1000 Watts, d.
 Owned-Operated By..... W. H. Greenhow Co.
 Address..... 85 Canisteo St.
 Phone: 2000..... Air Time: Daytime
 Newspaper Affil..... Tribune, Advocate
 News Service..... UP
 Transcription Service..... Thesaurus

Representative McGillvra
 General Manager Louis G. Buisch
 Station Manager Donald J. Curran
 Chief Engineer Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Colgren Bcstg. Co.
 Address Union Turnpike
 Phone: 8-3341 Air Time: Full Time
 Representative McGillvra, Kittell-Carter
 Membership NARTB, RAB
 General Manager John Kearney
 Commercial Manager Robert Strakos

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 Rambeau
 Transcription Service World
 President Byron T. Sammis
 Gen., Sta. Mgr. Edward J. Fitzgerald
 Program Director Marjorie Anning
 Sales Prom., Pub. Director Paul Barrish
 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

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 Rambeau
 Membership NARTB, RAB
 President, Gen. Manager. Harold P. Kane

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
 Pres., Gen., Sta. Mgr. Simon Goldman

Comm. Mgr. J. Carl Willems
 Program Director George Pflieger
 Publicity Director Hap Hazzard
 Chief Engineer Herbert Niklaus

WKNY—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 Service AP
 Membership RAB, NARTB
 President Joseph K. Close
 V.P., Gen., Sta. Manager. Robert M. Peebles
 Comm. Manager Howard Shultis
 Sls. Prom., Prog., Pub. Dir. Ernest Ward
 Chief Engineer Allan J. Smith

WVOS—Liberty—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Address Liberty
 Phone: 1680-1 Air Time: Full Time
 News Service UP
 General Manager S. D. Lubin
 Commercial Mgr. H. G. Borwick

WLFH—Little Falls—1952

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Rock City Bcstrs.
 Address 339 S. 2nd St.
 Phone: 654. Air Time: Full Time
 News Service AP
 Representative McGillvra
 President Arthur Feldman
 Vice-President Robert Feldman
 Commercial Mgr. Frank Camarata
 Chief Engineer Arthur Clark

WUSJ—Lockport—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Union-Sun & Journal, Inc.
 Trans.-Address 320 Michigan St.
 Phone: 3-5944. Air Time: Full Time
 News Service AP
 Transcription Service World
 Newspaper Affil. "Union Sun & Journal"
 Representative Gill-Perna
 Membership NARTB
 President Egbert D. Corson
 General Manager William B. Kemble
 Sta., Comm. Mgr. Joseph A. Pinna
 Sales Prom. Manager J. E. Patterson
 Pub., Prog. Director Tony Allen
 Chief Engineer Richard Weatherbee

WICY—Malone—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By North Country Bcstg. Co.
 Address 65 Woodward St.
 Phone: 187. Air Time: Full Time
 News Service UP
 General Manager Mitchell C. Tackley

WMSA—Massena—1945 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Business Address.....Central Building
 Phone: RO. 9-3591.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Newspaper Affil.....Watertown Times
 Representative.....Weed
 Membership.....NARTB, RAB
 President.....John B. Johnson
 General Manager.....Louis Sciff, Jr.
 Station Manager.....Thomas R. McHugh
 Program Director.....James H. Nash
 Publicity Director.....R. E. Anderson
 Chief Engineer.....A. Samuel Frazier

WALL—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 Service.....AP
 Membership.....NARTB, RAB
 Pres., Gen., Comm. Mgr.....James M. Patt
 Program Director.....Jerry Wax
 Chief Engineer.....Fred Schoelkoph

WKBS—Mineola—1948

Frequency: 1520 Kc....Power: 250 Watts, d.
 Owned-Oper. By....Key Bcstg. System, Inc.
 Address.....Box 750
 Phone: Pioneer 6-6700....Air Time: Daytime
 News Service.....INS
 Pres. & Gen. Mgr.....Lee Hollingsworth

WGNY—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 Service.....AP
 Membership.....RAB
 Representative.....Kettell-Carter
 Pres., Gen. Mgr.....George W. Bingham
 V.P., Sales Manager.....Joseph Rake

WNRC—New Rochelle—1950

Frequency: 1460 Kc....Power: 500 Watts d.
 Owned-Oper. By....Radio New Rochelle, Inc.
 Address.....200 North Ave.
 Phone: 6-0800.....Air Time: Daytime
 News Service.....AP
 Comm., Gen. Manager.....Jules Lcbert
 Sales Prom. Mgr.....Ric Allen
 Publicity Director.....Dick Defalco
 Program Director.....Nick Andrews
 Chief Engineer.....Edward Cahill

WABC—New York—1921 ABC

Frequency: 770 Kc.....Power: 50,000 Watts

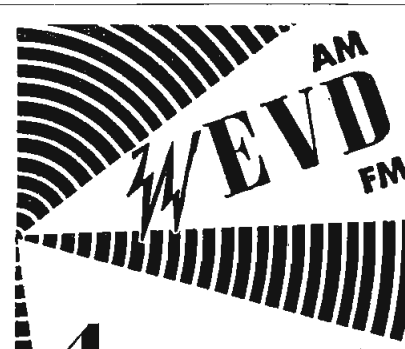
Owned-Oper. By.....American Bcstg. Co., Inc.
 Business Address.....7 West 86th St.
 Phone: SU 7-5000.....Air Time: Full Time
 News Service.....AP, INS
 Representative.....Edward Petry & Co.
 Membership.....NARTB, RAB
 President.....Robert E. Kintner
 Gen., Sta. Mgr.....Michael Renault
 Program Manager.....Myrtle Tower
 Dir. Prog. Prom. & Advt.....John Eckstine
 Comm. Mgr.....R. E. Noble, Jr.
 Publicity Director.....S. Strasburg
 Chief Engineer.....John Bourcier

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

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By...WBNX Bcstg. Co., Inc.
 Bus.-Studio Address.....260 E. 161st St., Bronx



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3. Inherent listener loyalty
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 New York 36

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 radio homes)
 N. Y., N. J., CONN.,
 R. I., PA., MASS.

W^e
M^{ake}
G^{oods}
M^{ove}

wonderful **RESULTS**
 based on 50,000 watt **COVERAGE**
 of the nation's largest **MARKET!**

"The excellent showing we have made for the 11 months of 1955 again confirms our judgment in 'putting all our radio eggs in the WMGM basket'."

Herbert M. Adler, Pres.
ADLER SHOES FOR MEN

"Delighted with the response on our promotion of ski tours. Within two days our switchboard was swamped with calls about our tour package."

J. E. Reinke, Vice President
COLONIAL AIRLINES, INC.

"We have used five of the leading stations intermittently during the past four years. The only station that justified continuous use is WMGM."

Joseph Rudnick, Pres.
SUNSET APPLIANCE STORES, INC.

"Make sure we get those spots again this year as our dealer organization was very well pleased with last year's schedule."

E. S. Schulman
SHELL OIL COMPANY

"Results over WMGM were the best in New York City, substantially ahead on a 'cost per proof of purchase', of TV and all New York newspapers used with the exception of the Daily News, who, too, stood out."

Martin L. Strauss, II
BYMART-TINTAIR, INC.

if you want **RESULTS** as well as ratings put your money on

wmgm

"the selling station"

1050

**ON YOUR
 RADIO
 DIAL**

THE METRO-GOLDWYN-MAYER RADIO STATION • 711 FIFTH AVE., NEW YORK 22, N. Y.

Phone: MElose 5-0333... Air Time: Full Time
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeKing
 President.....A. L. Haskell
 V.P., Sta.-Gen. Manager....William I. Moore
 Asst. Comm. Mgr.....Edward Betchley
 Prog. Directors.....Frank Johnson, E. Ervin

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 ServiceCapitol
 Representative.....CBS Radio Spot Sales
 MembershipNARTB, RAB
 President of CBS.....Frank Stanton
 General Manager.....Carl Ward
 Sales Manager.....Henry Untermeyer
 Merchandising Dir.....Howard Lally
 News & Public Affairs Dir.....Dave Drisco'l
 Scales Prom. Mgr.....Murray Gross
 Program Director.....Sam Slate
 Publicity Director.....Milton Rich
 Chief Engineer.....Davidson Vorhes

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Business-Studio Address...415 Madison Ave.
 Phone: CI 6-2200... Air Time: Full Time
 Transcription ServiceWorld
 Representative.....AM Radio Sales
 MembershipRAB
 PresidentNathan 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
 RepresentativeHollingbery
 Director.....Arthur M. Tolchin
 General Manager.....Frank Roehrenbeck
 Sales Manager.....Samuel Faust
 Program Director.....Raymond Katz
 Public Service, Pub. Director....Jo Ranson
 Chief Engineer.....Paul Fuelling

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

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

IN NEW YORK...



Over half of the population of the New York City Metropolitan Area speaks a language other than English. Spanish, Italian, Polish, German, and Russian can be heard on the streets of New York at any time of day or night. Over a million families still use the language of their origin in the home. It is no wonder that WHOM, which for over a quarter of a century has been giving service to these foreign language groups, is the foremost foreign language radio station in the East. WHOM speaks the language they understand and therefore has become a great influence in the buying habits of millions. That influence can be put to work . . . SELLING FOR YOU.

. . . "Fiesta Mambo," a bi-lingual, Spanish and English program designed to satisfy the current rage for Latin Rhythm that is sweeping the country. Don Mambo draws his following from both the Spanish and English speaking after hours listeners.

PROGRESS BROADCASTING CORPORATION

136 West 52 St

CI 6-3900

New York 19, N. Y.

WHOM

America's Foremost
Foreign Language
Radio Station.

1480 Kcs.

5000 W.

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Progress Bcstg. Corp.
 Business Address.....136 W. 52nd St.
 Phone: Circle 6-3900.....Air Time: Full Time
 News ServiceUP
 President, Gen. Manager.....Fortune Pope
 V.P., Chge. Sales.....Charles Baltin
 Sales Prom. Mgr.....R. A. Fournier
 Program Director.....Ralph Contantino
 Chief Engineer.....George Steiger

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
 Owned-Operated By.....WNEW Bcstg., Inc.
 Business-Studio Address.....565 Fifth Ave.
 Phone: Plaza 3-3300.....Air Time: Full Time
 Transcription ServiceLang-Worth
 News ServiceAP
 Representative.....Dave Simmons, Inc.
 Pres. & Gen. Mgr.....R. D. Buckley
 TreasurerMel Stack
 V.P., Ass't Gen. Mgr.....John Jaeger
 Promotion Manager.....Kenneth Klein
 Publicity Director.....David Yarnell
 Program Director.....John Grogan
 Chief Engineer.....Max Wetner

The Red Cross Needs



Your Unstinting Assistance

GIVE!

BOB & RAY

WINS KASH BOX

**YANKEE
BASEBALL**

LISTEN TO LACY

BATTLE ROYAL

WINS *"The Smile on your Dial spot"*

STAN SHAW

LES KEITER'S

SPORTS



**MUSIC PARTY
with TOM REDDY**

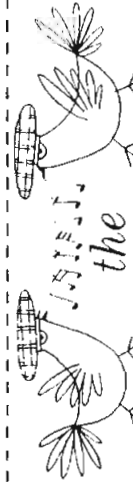
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**ALAN
FREED**

*Rock 'n Roll
Party*



PETER ROBERTS * news * special events



BIRDLAND SHOW

WINS



NEW YORK • 50 KW

**DREW
PEARSON**

the U. N. today

SATURDAY NIGHT HOP

**24
HOURS A DAY**

WINS—New York—1926

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....28 W. 44th St.
 Phone: BRyant 9-6000....Air Time: Full Time
 News Service.....INS, UP
 Membership.....NARTB, RAB
 President.....J. Elroy McCaw
 General Mgr.....Jock Fernhead
 Gen. Sls. Mgr.....Hugh Ben LaRue
 Program Director.....Robert Smith
 Chief Engineer.....Paul von Kunitz

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address.....1440 Broadway
 Phone: LOngacre 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
 Gen. Manager.....Robert Leder
 Executive Ass't.....Seymour Handy
 Sales Prom. Manager.....Robert Sullivan
 Program Director.....Robert Monroe
 Sales Manager.....William P. Dix, Jr.
 Publicity Manager.....Richard Jackson
 Chief Engineer.....Harry Tilley

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



GEORGE W. GOODMAN



BETTY GRANGER

You can sell 1,100,000

people ...

*In the New York Negro market...representin,
\$1-BILLION plus in annual sales*

through



WLIB

1190 ON YOUR DIAL

because

- WLIB has more Negro listeners than any other New York station—network or independent (Pulse).
- WLIB is the only radio station in New York City with studios in Harlem.
- WLIB is first in 24 out of 25 quarter hours every morning.
- WLIB is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.



VICTOR BOZEMAN



HAL JACKSON

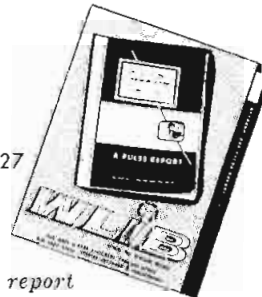


WILLIAM MARSHALL

HARLEM RADIO CENTER

HOTEL THERESA • 125th ST & 7th AVE., N.Y. 27

write for free copy of latest PULSE PROGRAM report



WLIB—New York—1944

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: New Bcstg. Co., Inc.
 Business-Studio Address: 2090 7th Ave.
 Phone: MO 6-1800 Air Time: Daytime

News Service AP
 Representative Forjoe
 Pres., Gen. Manager Harry Novik
 Program Director Nat Rudich
 Comm. Mgr. George A. Bernstein
 Publicity Director Mike Jablons
 Chief Engineer Gordon A. Greenfield

FOR THE
 WHLI Story
 AND
 PERSONNEL ROSTER
 SEE
 PAGES 520-521



The Italian Influence

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.

Let WOW show you how to direct this influence to the profit of the product you advertise.

One of America's Important Stations

WOW
NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co

730 FIFTH AVE., NEW YORK 19 - ROME STUDIOS: VIA di PORTA PINCIANA 4

WOV—New York—1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: WOV Bcstg. Corp.
 Business-Studio Address: 730 Fifth Ave.
 Phone: CI 5-7979 Air Time: 21 Hrs.
 News Service: AP, ANSA
 Transcription Service: MacGregor
 Representative: Pearson, Radio-TV Reps.
 President: M. S. Novik
 Exec. V. P., Gen. Manager: Ralph N. Weil
 V. P., Prog. Director: Arnold Hartley
 Publicity Director: R. E. Thompson
 Chief Engineer: Emile Hill

WRCA—New York—1922
NBC

Frequency: 660 Kc. Power: 50 Kw.

Owned: National Bcstg. Co.
 Address: 30 Rockefeller Plaza
 Phone: CI 7-8300 Air Time: Full Time
 News Service: AP, INS, UP
 Transcription Service: Thesaurus
 Station Rep.: NBC Spot Sales
 Membership: NARTB, RAB
 President: Robert Sarnoff
 General Mgr.: Hamilton Shea
 Asst. Gen. Manager: William N. Davidson
 Sales Mgr.: George Stevens
 Prom., Mchdg., Advt. Mgr.: Max Buck
 Program Dir.: Steve White
 Publicity Mgr.: John O'Keefe
 News & Sp. Events: Bill Berns
 Prod. & Business Affairs: Arthur Hamilton
 Chief Engineer: Alfred E. Jackson

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

AP

FOR

RADIO and TELEVISION

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

50 KW



OF GOOD



MUSIC

America's Number One Good Music Station, WQXR, becomes America's most powerful good music station with our new 50,000-watt transmitter.

This means that the demand for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market — New York. Our new top-powered

transmitter will extend that market further.

Now 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*

RADIO STATION OF THE NEW YORK TIMES
229 West 43rd St., New York 36, N.Y. LA 4-1100

WQXR—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

WWRL—New York—1926

(SEE WOODSIDE, N. Y.)

WHL—Niagara Falls—1940

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
 Owner, Gen. Manager: Earl C. Hull
 Business Manager: R. J. Manning
 Program Director: Earle Hamrick

WJLL—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
 President: J. T. Sandonato
 Exec. V. P., Gen. Mgr.: Tom W. Talbot
 Program Director: Joel Chesney
 Comm. Manager: W. M. Allen
 Chief Engineer: Gustav Czaplak

WCHN—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
 Comm. Manager: P. G. Penfold

WSLB—Ogdensburg—1940

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: St. Lawrence Bcstg. Corp.
 Address: 2315 Knox St.
 Phone: 500. Air Time: Full Time
 News Service: UP
 President: Joseph R. Brandy

General Manager: Harold J. Frank
 Program Director: Dan Bethell
 Chief Engineer: Ellsworth Hall

WHDL—Olean—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. Haslings
 Program Director: Donald W. Merriman
 Publicity Director: J. S. Woodruff
 Chief Engineer: Wallace D. Taylor

WDOS—Oneonta—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Ottoway Stations, Inc.
 Bus.-Studio Address: 104 Chestnut St.
 Air Time: Full Time
 News Service: UP
 Newspaper Affiliation: Oneonta Star
 Transcription Service: Associated
 Representative: Radio-TV Reps.
 Membership: RAB
 President: James H. Ottoway
 Managing Director: Francis H. Brinkley
 Station Manager: Harold E. Graves

WALK—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, Columbia
 Representative: Grant Webb
 Membership: NARTB
 Pres., Gen. Mgr.: W. K. Macy, Jr.
 Comm. Mgr.: John Regan
 Prog. Dir.: Jack Ellsworth
 Chief Engineer: George Chandler

WPAC—Patchogue—1951

Frequency: 1580 Kc. Power: 1 Kw. d.
 Owned-Oper. By: Patchogue Bcstg. Co.
 Address: 2 East Main St.
 Phone: Patchogue 3-4600. Air Time: Daytime
 News Service: UP
 Representative: Keller
 Pres., Gen. Mgr.: Lee Morrison
 Station Mgr.: Stan Allan
 Comm. Mgr.: Herbert Morrison
 Program Director: Dick Hodkin
 Publicity Director: Ted Royce
 Chief Engineer: Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Highland Bcstg. Corp.

Address Radio Terrace
 Phone: Peekskill 7-1124. Air Time: Daytime
 News Service UP
 Transcription Service World
 Station Representative Rambeau
 Membership NARTB
 Pres., Gen. Mgr., Ch. Eng. 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
 Sales Prom. Mgr. Roger Dufort
 Chief Engineer Larry Lapanne

WIRY—Plattsburg—1950
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Clinton Cty. Bdcstg. Corp.
 Trans. Loca. Address 301-03 Cornelia St.
 Phone: Plattsburg 2800. Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 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. Nazak

WDLC—Port Jervis—1953

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By Port Jervis Bcstg. Co.
 Address Box 920
 News Service AP
 Membership NARTB
 Phone: 3-2293. Air Time: Full Time
 Transcription Service World
 President William H. Ware
 General Manager Ernest C. Winkler
 Commercial Mgr. Oscar Wein
 Program Director Henry Schwartz
 Chief Engineer John George

WPDM—Potsdam—1955

Frequency: 1470 Kc. Power: 1 Kw., d.
 Owned-Oper. By St. Lawrence Radio, Inc.
 Address Potsdam
 Air Time Daytime
 News Service AP
 President F. R. Woodruff
 Business Manager David A. Kyle
 Station Manager Eric Fields

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc. Power: 1000 Watts, d.
 Owned-Operated By Mid-Hudson Bcsts. Inc.

Business-Studio Address 385 Main St.
 Phone: 8300. Air Time: Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 Membership NARTB, RAB
 Pres., Gen. Mgr. Arthur J. Barry, Jr.
 General Manager Frank Breslin
 Prom. Dir. William Eames
 Publicity Director Louis Pells
 Chief Engineer John P. Burke

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 Service AP
 Station Rep. Kettell-Carter
 Membership NARTB, RAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager Richard A. Dwelley
 Pub. Prog. Director John Kuhn
 Chief Engineer Marvin S. Seimes

WRIV—Riverhead—1955

Frequency: 1390 Kc. Power: 500 Watts, d.
 Owned-Oper. By Suffolk Bcstg. Corp.
 Address Box 230, Patchogue
 Phone: Park 7-1200 Air Time: Daytime
 Pres., Gen. Manager W. K. Mccy, Jr.
 Program Director Bob Houston
 Comm. Manager Larry Nicoll

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 Service AP
 Representative Vena d. Rintoul & McConnell
 Transcription Service RCA
 President, Gen. Mgr. Thomas L. Brown
 Commercial Manager Nick Nickson
 Sales Prom. Mgr. John Hargather
 Program Director Claude Johnstone
 Chief Engineer Vinent Lopopolo

WHAM—Rochester—1922
NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 201 Humboldt Rd.
 Phone: Hubbard 1221. Air Time: Full Time
 News Service AP
 Representative George P. Hollingbery
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. William Fay
 Commercial Manager John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Sls. Prom., Pub. Director L. W. Smith
 Sales Manager Arthur W. Kelly
 Chief Engineer Kenneth Gardner

WHEC—Rochester—1925
CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned WHEC, Inc.
Bus.-Studio Address 40 Franklin St.
Phone: BA 6740 Air Time: Full Time
Newspaper Affiliation Gannett Co.
Representative Everett McKinney
President Frank E. Gannett
V.P., Gen. Manager Glover Delaney
Commercial Manager Lowell H. MacMillan
Publicity Director W. J. Adams
Program Director Warren Doremus
Technical Director R. K. Blackburn

WRNY—Rochester—1947

Frequency: 680 Kc. Power: 250 Watts d.
Owned-Oper. By Rochester Bcstg. Co., Inc.
Business-Studio Address 191 East Ave.
Phone: Glenwood 7032 Air Time: Daytime
Representative Rambeau
President Arthur C. Kyle, Jr.
Gen., Sta. Manager Thomas H. O'Neill
Chief Engineer John Rathbun

WSAY—Rochester—1936

Frequency: 1370 Kc. Power: 1 Kw.
Owned-Oper. By Federal Bcstg. System, Inc.
Business-Studio Address 250 E. Ave.
Phone: Baker 4870 Air Time: Full Time
Representative Walker, 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 Bcstg. Co., Inc.
Address 17 Clinton Ave So.
Phone: HAmilton 4820 Air Time: Full Time
Representative Bolling Co., Inc.
Pres., Gen. Mgr. Ervin F. Lyke
Comm. Manager Arthur Murrellwright
Sales Prom. Manager Don Kallock
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: 723 Air Time: Full Time
Representative Cooke
President Myron J. Kallet
General Manager Joseph Kallet
Station Manager J. C. Trela
Program Director Louis Barile
Chief Engineer James Delaney

WNBZ—Saranac Lake—1927
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated 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., Sta. Mgr. Jacques DeMatos
Comm. Mgr., Prog. Dir. Jeanne DeMatos
Chief Engineer H. Berwind Williams

WSPN—Saratoga Springs
1954

Frequency: 990 Kc. Power: 250 Watts
Owner Spa Bcstrs., Inc.
Address 71 West Ave.
Phone: 2180 Air Time: Daytime
President Kenneth Freebern
Acting Manager J. O. Winch
Chief Engineer Martin Karig

WGY—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
Representative Henry I. Christal
Membership NARTB, RAB
General Manager R. B. Hanna, Jr.
Station Manager Merl L. Galusha
Sales Manager J. Schmulbach
Publicity Director James Cobb
Station Service Caleb Paine
Program Director Donn M. Chown
Mgr. of Engineering W. J. Purcell

Covering the Adirondacks

Since 1927

WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

WSNY—Schenectady—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Western Gateway Bcstg.
 Business-Studio Address: 619 State St.
 Phone: EX 3-3622. Air Time: Full Time
 Pres., Gen. Sta. Mgr.: Winslow Leighton
 Sales Manager: Thomas Seeley
 Prog. Dir.: Stephen Fitz
 Chief Engineer: Irving P. Beck

WHEN—Syracuse—1941
ABC-CBS

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned: Meredith Syracuse Radio Corp.
 Address: Loew Bldg.
 Phone: 2-0277. Air Time: Full Time
 Station Representative: Katz
 V.P. & Gen. Mgr.: Paul Adanti
 Promotion Mgr.: Robert Peel
 Program Director: John L. Scott

WFBL—Syracuse—1922
CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By: Founders Corp.
 Bus.-Studio Address: 433 S. Warren St.
 Phone: 2-1147. Air Time: Full Time
 Representative: Peters, Griffin, Woodward, Inc.
 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

WSYR—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
 Transcription Service: Lang-Worth
 Newspaper Affil.: Herald-Journal, Post Standard
 Representative: Henry I. Christal
 Pres., Gen. Mgr.: E. R. Vadeboncoeur
 Commercial Mgr.: W. R. Alford, Jr.
 Sls. Prom. Mgr., Pub. Dir.: Lou Switzer
 V.P., Pgm. Dir.: Bill Rothrum
 Chief Engineer: Albert J. Eichelzer

WNDR—Syracuse—1946
MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By: Syracuse Bcstg. Corp.
 Address: Box 1212
 Phone: 72-3366. Air Time: Full Time
 Station Rep.: Rambeau
 General Manager: Arthur C. Kyle, Jr.
 Asst. Manager: James A. McKechnie
 Commercial Mgr.: M. Silvieus

WOLF—Syracuse—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Civic Bcstg. Corp.

Address: Kirkpatrick & Van Rensselaer Sts.
 Phone: 2-7211. Air Time: Full Time
 Representative: Walker
 President, General Mgr.: T. Sherman Marshall
 Sta. Mgr., Prog. Dir.: Hamilton M. Woodle
 Chief Engineer: Don Muir

WIPS—Ticonderoga—1954
ABC-KBS

Frequency: 1250 Kc. Power: 500 Watts
 Owner: Portage Bcstg. Co., Inc.
 Phone: 77. Air Time: Daytime
 Representative: Devney
 President: Martin Karig
 Gen. Mgr., Chief Eng.: Thomas Leighton
 Program Director: R. Robertson

WTRY—Troy—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By: Tri-City Radio, Inc.
 Business-Studio Address: 92 Fourth St.
 Phone: Ashley 4-1100. Air Time: Full Time
 Representative: John Blair
 Pres., Gen. Manager: Mowry Lowe
 Comm. Manager: Kenneth M. Cooper
 Sales Prom. Manager: Robert T. Engles
 Program Director: C. George Taylor
 Chief Engineer: Frank Belaska

WGAT—Utica—1946

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned: Central Bcstg. Co.
 Phone: 5-5209. Air Time: Full Time
 Station Representative: Stars National
 General Manager: J. Eric Williams

WIBX—Utica—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By: WIBX, Inc.
 Address: First National Bank Bldg.
 Phone: 2-2101. Air Time: Full Time
 Reps.: Biddick, Walker
 Pres., Gen. Mgr.: Mrs. Margaret B. Stevens
 Exec. V.P., Sta. Mgr., Pgm. Dir.: Elliott Stewart
 Sales Prom., Pub. Dir.: F. C. Bowen
 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
 Newspaper Affil.: Sentinel
 President: Bradley C. Barnard
 Program Director: Edward M. Stemmler
 Sta., Comm. Mgr.: Richard A. Clark
 Sls. Prom. Mgr.: Alan Cole
 Chief Engineer: George S. Woods

WDLA—Walton—1951

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
 Representative: Rambeau

President.....Dr. E. Ogden Bush
 V.P., Gen., Comm. Mgr.....Michael J. Cuneen
 Program Director.....Myra Youmans
 Chief Engineer.....Charles Lissner

WATN—Watertown—1941
MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Watertown Bcstg. Corp.
 Bus.-Studio Location.....118 Washington St.
 Phone Number.....2424
 Representative.....Devney
 Pres., Gen. Mgr.....G. Harry Righter
 Chief Engrs.....D. Schryver, J. F. Sprague

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
 Representative.....Weed
 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

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.

Owned-Oper. By..Radio Services of Wellsville
 Address.....Main St.
 Phone: 727.....Air Time: Daytime
 Sta. Mgr., Prog. Director.....Lloyd Gordon
 Commercial Manager.....Claude Stone

WFAS—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.....Thesaurus, SESAC
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....Valentine E. Macy, Jr.
 Gen., Sta. Manager.....Frank A. Seitz
 Program Director.....Randall Kaler
 Sls. Prom. Manager.....John Hade
 Chief Engineer.....Jack Pearson

WWRL—Woodside—1926

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address..41-30 58th St.
 Phone: DE 5-1600.....Air Time: Full Time
 News Service.....AP
 President.....W. H. Reuman
 Gen., Sta. Mgr.....Edith Dick
 Sales Prom. Mgr.....Selvin Donneson
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 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

UP — UP — UP!
 AGAIN IN 1955
WFAS
 SCORED IMPRESSIVE
 INCREASES IN BUSINESS.
 NATIONAL — UP 62.2%!
 LOCAL — UP 7.0%!
 "This is the Premier Radio
 Service for Westchester
 and Rockland Counties."
WFAS and WFAS-FM
 White Plains, N. Y.
 On the Air — 6:30 A.M. to Midnight

WRCS—Ahoskie—1947

Frequency: 970 Kc. Power: 1000 Watts d.
Owned. Roanoke-Chowan Bcstg. Co., Inc.
Business-Studio Address. P. O. Box 89
Phone: 3101. Air Time: Daytime
News Service **UP**
President. Charles H. Jenkins
Manager. P. G. Sewell

WABZ—Albemarle—1947 KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address. Box 226
Phone: 1100. Air Time: Daytime
News Service **UP**
Transcription Service World
Membership NARTB
President. S. P. Williams
General Manager W. J. Page
Commercial Manager. Marvin A. Coley
Program Director. Lee W. Kinard
Chief Engineer J. D. Brooks

WGWR—Asheboro—1947 KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Asheboro Bcstg. Co., Inc.
Bus.-Studio Address. 303 E. Salisbury St.
Phone: 2187. Air Time: Daytime
News Service **UP**
Newspaper Affil. Courier Tribune
Transcription Service. Thesaurus
Membership RAB
President Roy Cox
Gen., Sta., Comm. Mgr. J. R. Marlowe
Sales Prom. Mgr. Dick Sweeney
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
Membership RAB, BMB
Representative Bolling Co.
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard

WLOS—Asheville—1946 ABC-MBS

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
Rep. Venard, Inc., Ayers Scott & Co.
General Manager. J. E. Edmunds
Executive Vice President. Charles B. Britt
Comm. Manager. George Roesler
Program Director R. Fred Brown Jr.

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 Pearson
Membership NARTB
Pres., Gen. Sta. Mgr. Zeb Lee
Prom., Pub., Comm. Mgr. James W. Young
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
Transcription Service Thesaurus
Representative H-H
Membership NARTB, RAB
President. Charlie Peace
Gen., Sta., Prom., Pub. Mgr. Cecil B. Hoskins
Comm. Mgr. James A. Hagan
Program Director. William F. Melia
Chief Engineer. William H. Hamrick

WBMA—Beaufort—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Richard Ray Cummins
Address Box 156
Phone: 2-9401. Air Time: Full Time
News Service **AP**
Transcription Service World
Membership NARTB
Owner, Gen. Mgr., Ch. Eng. R. R. Cummins
Program Director. Hilda Cummins
Publicity Director. James Willis

WCGC—Belmont—1954

Frequency: 1270 Kc. Power: 500 Watts
Owner. Central Bcstg. Co.
Address Box 149
Phone: TA. 5-2812. Air Time: Daytime
Representative Best
Pres., Gen. Sta., Eng. Robert Hilker
Commercial Manager J. N. Young
Sls. Prom. Manager. G. O. Wilkerson, Jr.
Program Director. H. E. Feimster
Publicity Director. Richard Mauney

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
News Service **AP**
Transcription Service Thesaurus
Manager. Doris B. Brown
Secretary-Treasurer. Roland Potter
Commercial Manager Ralph Tugman
Program Director. Dwight Larick

WPNF—Brevard—1950

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Pisgah Bcstg. Co., Inc.
 Phone: 3-2611. Air Time: Full Time
 News Service AP
 News, Affil. "Transylvania Times"
 News Service AP
 President, Gen. Mgr. Ed M. Anderson
 Sta., Comm. Mgr. Bobby Hoyle
 Program Director John Dellinger
 Publicity Director John Anderson
 Chief Engineer Baxter Morris

WBBB—Burlington—1941
MBS-KBS

Frequency: 920 Kc. Power: 5000 Watts d.
 Owned-Operated By: Alamance Bcsta. Co., Inc.
 Business-Studio Address: 321 S. Main St.
 Phone: 6-6376. Air Time: Daytime
 News Service AP
 Transcription Service Associated
 Rep. Interstate, United Newsp. Assn.
 General Manager E. Z. Jones
 Commercial Manager C. Robert Ray
 Program Director Ed Brooks
 Sls. Prom. Mgr., Pub. Dir. Cletus Peacock
 Chief Engineer Berry Tysor

WFNS—Burlington—1946

Frequency: 1150 Power: 1000 Watts d.
 Owned-Oper. By Burlington-Graham Bcstg Co.
 Address: P. O. Box 1328
 Phone: 4261. Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Bogner & Martin
 Membership NARTB, RAB
 President L. E. Neese
 Gen., Sta. Mgr. G. C. Starnes
 Comm. Prom. Mgr. Harold Nall
 Program Director Phil Peterson
 Publicity Director Phil Eakin
 Chief Engineer Earl Stewart

WWIT—Canton—1954

Frequency: 970 Kc. Power: 1 Kw.
 Owned. Western N. C. Bcstrs., Inc.
 Address: Box 391
 Phone: 3588. Air Time: Daytime
 Transcription MacGregor
 President Beverly M. Middleton
 Vice-President Kermit Edney
 Station Manager R. Edward Storie
 Comm. Manager V. E. Pressley
 Program Director Wayne Harris
 Chief Engineer J. H. Welch

WCHL—Chapel Hill—1953

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Village Bcstg. Co.
 Address: Box 388
 Phone: 8484. Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth, World

Representative Indie
 Membership NARTB
 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: ED 3-7173. Air Time: Full Time
 Representative Bolling Co., Ayers
 Gen., Sta. Mgr. J. P. Poston

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By Jefferson Standard Bcstg.
 Address: 1 Jefferson Pl.
 Phone: ED 3-8833. Air Time: Full Time
 News Service AP, UP
 Transcription Service World
 Representative CBS Radio Spot Sales
 Membership NARTB, RAB
 President J. M. Bryan
 Gen., Sta. Mgr. Charles H. Crutchfield
 Comm. Manager V. V. Evans
 Program Director Bailey Hobgood
 Prom. Super. John Dillon
 Pub., Sls. Prom. 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.
 Phone: EDison 3-2195
 News Service AP
 Representative For Joe
 Transcription Capital
 Pres., Gen., Sta. Mgr. 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 Peters, Griffin, Woodward, Inc.
 Membership NARTB, RAB
 President B. C. Hipp
 General Manager G. R. Shatto
 Sta., Comm. Manager W. Frank Harden
 Publicity Director 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.... Larry Walker
 Sls. Prom. Mgr., Pub. Dir.... Charles M. Marshall
 Program Director.... Armand F. Bodie
 Chief Engineer.... L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency: 1480 Kc. Power: 1 Kw.
 Owned-Oper. By... Rounsaville of Charlotte, Inc.
 Address... 215 Greystone Rd.
 Phone: EDison 3-0551... Air Time: Full Time
 News Service... UP
 Representative... Gill-Perna, Dora-Clayton
 President... Robert W. Rounsaville
 General Manager... William Wagner
 Station Manager... William Selley, Jr.
 Commercial Manager... Carter S. Jones
 Sales Manager... R. M. Jones
 Program Director... Herb Berg
 Publicity Director... Mickey Bennett
 Chief Engineer... L. J. Hall

WRRZ—Clinton—1946—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By... WRRZ Radio Co.
 Phone: 2165... Air Time: Daytime
 News Service... AP
 Transcription Service... Thesaurus
 Station Rep... Walker
 Membership... NARTB
 Station Manager... H. D. Stanley
 Sales Prom. Manager... E. D. Powell
 Program Director... D. W. Welsh
 Publicity Director... J. R. Tew
 Chief Engineer... J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Cabarrus Bdcsg. Co.
 Business-Studio Address... P. O. 527
 Phone: 2-6000... Air Time: Daytime

WCKB—Dunn—1946

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By... No. Car. Cent. Bcstrs.
 Business Address... Box 431
 Phone: 3133... Air Time: Daytime
 News Service... UP
 Transcription Service... World
 President... Lefton A. Tart, Sr.
 Sta., Gen. Mgr.... A. Lincoln Faulk
 Commercial Manager... Carl Lamm
 Sales Prom. Mgr.... John Ciccone
 Program Director... Rudy Zurlo
 Publicity Director... Polly Faulk
 Chief Engineer... Joseph Kotlas

WDNC—Durham—1928—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
 Transcription Service... Associated
 Representative... Paul H. Raymer, Media Sls.
 Membership... NARTB, RAB
 Manager... J. Frank Jarman
 Sales Manager... Woody Woodhouse

WSRC—Durham—1954

Frequency: 1410 Kc. Power: 1 Kw.
 Owned-Oper. By... Southern Bcstg. Co.
 Address... Box 28, East Club Blvd.
 Phone: 2-4681... Air Time: Daytime
 Station Rep... Rambeau, Dora-Clayton
 Pres., Gen. Sta. Mgr.... John C. Greene, Jr.
 Comm. Sls., Prom. Mgr.... Jack Hammette
 Program Director... H. R. Greene
 Publicity Director... Robert Abernathy
 Chief Engineer... Paul Horton

WSSB—Durham—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Public Information Corp.
 Address... 211 Rigsbee Ave.
 Station Rep... McGillvra
 President... E. L. Clinton
 Program Director... Paul Mason

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
 Pres., Gen. Manager... Hugh Holder
 Sales Manager... H. Tom Morris
 Program Dir... William P. Weathers
 Chief Engineer... Robert L. Williams

WCDJ—Edenton—1955

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned-Oper. By... Colonial Bcstg. Co.
 Address... P. O. Box 509
 Phone: 871... Air Time: Daytime
 Representative... Best
 President, Comm. Mgr.... Ray A. Childres
 General Manager... William E. Johnston

**WCNC—Elizabeth City—1939
 MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Albemarle Bcstg. Co., Inc.
 Address... Box 535
 Phone: 4379... Air Time: Full Time
 Transcription Service... Thesaurus
 Station Rep... Continental
 President... J. L. Lamb, Sr.
 Commercial Manager... C. E. Ferrell
 Program Director... Jimmy Raper
 Chief Engineer... J. L. Lamb, Jr.

**WGAI—Elizabeth City—1947
 ABC**

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By... WGAI Radio Co.

Business-Studio Address.....Kramer Bldg.
 Phone: 4371-2.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....C. Alden Baker
 Commercial Mgr.....Jim Woods
 Prom., Prog. Director.....Don Owens
 Publicity Director.....Imogene Eason
 Chief Engineer.....William F. Rogers

Address.....1009 William Clark Rd.
 Phone: 2-4196, 2-4197.....Air Time: Full Time
 News Service.....UP
 Representative.....Walker
 Membership.....RAB, NARTB
 Pres., Gen. Mgr.....Victor W. Dawson
 Commercial Manager.....Tom Harrell
 Program Director.....Mac Stamps
 Chief Engineer.....John Ikner

WIFM—Elkin—1951

Frequency: 1540 Kc.....Power: 250 Watts
 Owned.....Tri-County Bcstg. Co. Inc.
 Address.....Elk Spur St.
 Phone: 860.....Air Time: Daytime
 News Service.....UP
 General Mgr.....Will Erwin
 Ass't. Mgr., Chief Eng.....Eugene Smith, Jr.
 Program Director.....Mrs. Ruth Smith

WBBO—Forest City—1947
KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rutherford Co. Radio Co., Inc.
 Address.....Forest City
 Phone: 3205.....Air Time: Daytime
 News Service.....AP
 Newspaper Affil.....Courier
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen., Sls. Mgr.....Ed M. Anderson
 Comm. Manager.....Fred Blanton
 Program Director.....Lee Kanipe
 Chief Engineer.....Merton Iwerks

WFMO—Fairmont—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Carolinas Bcstg. Co.
 Address.....Box 492
 Phone: 4781.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Cutlar Moore
 General Manager.....B. E. Peele

WFVG—Fuquay Springs—1949
KBS

Frequency: 1460 Kc.....Power: 1000 Watts a.
 Owned-Oper. By.....WFVG Bdcstg. Co.
 Business-Studio Address.....Box 488
 Phone: 333.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Continental Radio Sales
 President.....J. M. Stephenson
 Gen., Sta., Comm. Mgr.....Wm. A. Sellers, Jr.
 Sls. Prom. Mgr., Ch Eng.....Robert E. Stephenson
 Prog., Pub. Dir.....Walter M. Pearson

WFAI—Fayetteville—1947
CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ralph E. Hess
 Bus.-Studio Address.....Box 859
 Phone: 2-8131.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Representative.....Thomas F. Clark
 Pres., Gen., Sls., Prom. Mgr.....Ralph E. Hess
 Comm. Mgr.....Bob Smith
 Publicity Director.....Ted Shaffer
 Program Director.....Dick Perry
 Chief Engineer.....Bob Money

WGNC—Gastonia—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Catherine T. McSwain
 Address.....Dallas Highway
 Phone: UN 5-8501.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Continental Radio Sales
 President.....Catherine T. McSwain
 Gen., Sta. Mgr.....Pat McSwain
 Commercial Manager.....Carl S. Rhyne
 Program Director.....Fred Gray
 Chief Engineer.....W. C. Groves, Jr.

WFLB—Fayetteville—1948
ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Address.....P. O. Box 512
 Phone: 2-7136.....Air Time: Full Time
 News Service.....AP
 Representative.....Burn-Smith
 Membership.....NARTB, RAB
 General Manager.....L. W. Allen
 Commercial Manager.....W. D. Bailey
 Chief Engineer.....John Buck

WLTC—Gastonia—1947—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.
 Address.....P. O. Box 100
 Phone: UN 5-1079.....Air Time: Daytime
 News Service.....AP
 Representative.....Thomas F. Clark
 Pres., Gen., Sta. Mgr.....James B. Petty
 Commercial Manager.....Boyce C. Morrow
 Program Director.....Betsy Scarboro
 Chief Engineer.....Don Voigt

WFNC—Fayetteville—1940
MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Cape Fear Bcstg. Co.



WFMC—Goldsboro—1951

Frequency: 730 Kc. Power: 1 Kw. d.
 Owned-Oper. Southern Radio & TV Corp.
 Address: 117 Truck Lane
 Phone: 963 Air Time: Daytime
 News Service UP
 Trans. Service World, Lang-Worth, SESAC
 Membership NARTB, RAB
 Pres., Gen. Mgr. Kenneth T. Marshall
 Program Director Henry M. Harrison, Jr.

WGBR—Goldsboro—1939

ABC

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By E. Carolina Bdstg. Co., Inc.
 Address: P. O. Box 1024
 Phone: 3730 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 President A. T. Hawkins
 Comm., Gen. Mgr., Pgm. Dir. V. G. Balkcum
 Chief Engineer Daniel B. Trueblood

WGOL—Goldsboro—1955

Frequency: 1300 Kc. Power: 1 Kw. d.
 Owned-Oper. By Wayne Bcstg. Co.
 Address: 116 West Mulberry Street
 President John L. Henderson

WBIG—Greensboro—1926

CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By North Carolina Bcstg. Co.
 Studio Address: Battleground Rd.
 Phone: 2-6125 Air Time: Full Time
 News Service UP
 Representative George P. Hollingbery
 Membership NARTB
 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 Earl Ellison

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: 3-7262 Air Time: Full Time
 News Service UP
 Representative The Bolling Co.
 Transcription Lang-Worth
 Membership NARTB
 President George W. Dowdy
 General Manager Gilbert M. Hutchison
 Commercial Manager Jack L. Rimmer
 Sales Prom. Mgr. Mrs. Margaret Jones
 Chief Engineer Marvin E. Johnson

WGBG—Greensboro—1942

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greensboro Bcstg. 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.
 Program Director Curt Welborne
 Chief Engineer Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts
 Owned Wayne M. Nelson
 Address: Box 3488
 Phone: 5-4464 Air Time: Daytime
 News Service UP
 Transcription Service Cole, Capitol
 Owner, Gen., Sta. Mgr. Wayne M. Nelson
 Comm., Sis. Prom. Mgr. Leona Showmar
 Chief Engineer E. M. Stanton

WGTC—Greenville—1940

MBS

Frequency: 1590 Kc. Power: 5 Kw.
 Owned-Oper. By Greenville Radio Co., Inc.
 Address: 103 E. 5th St.
 Phone: 6740 Air Time: Full Time
 News Service UP
 Transcription World, Capitol, Associated
 Membership NARTB
 President H. W. Anderson
 Gen., Comm. Mgr. H. W. Severance
 Program Director Joel Lawhon
 Chief Engineer Bill Covington

WHNC—Henderson—1945

MBS-KBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Oper. By Henderson Radio Corp.
 Bus. Studio Address: Norlina Road
 Pres., Gen. Manager Nathan Frank

WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Vance Co. Bcstg. Co.
 Address: Box 131
 Phone: 3019 Air Time: Full Time
 News Service UP
 Transcription SESAC
 Representative Best
 Membership NARTB
 President Howard V. Harrell
 Gen., Sta., Comm. Mgr. G. A. Corkum
 Sls., Prom., Prog. Dir. Mozelle Phillips
 Publicity Director Jim Daniel
 Chief Engineer Howard V. Harrell

WHKP—Hendersonville—1946

ABC

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 Middleston
 Gen., Sta. Manager Kermit Edney
 Comm., Sls., Prom. Mgr. John Horton
 Program Director Jimmy Northington
 Chief Engineer Charles Renfrow

WHKY—Hickory—1939
MBS-ABC

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Catawba Valley Bcstg. Co.
 Address 415 1st Ave., N.W.
 Phone: 2294 Air Time: Full Time
 Representative Dora Clayton
 Transcription Service World
 News, Affil. "Daily Record"
 Membership NARTB
 News Service UP
 President Carl V. Cline
 Gen., Sta. Manager Edmund S. Long
 Comm. Prom. Mgr. James K. Willis
 Prog., Pub. Dir. Laura Hall
 Chief Engineer Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address Box 484 Annex
 Phone: 2124 Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 President Margaret A. Smith
 Gen., Sta. Manager E. H. Smith, Jr.
 Sta. Mgr., Chief Engr. Elmer Troutman
 Commercial Manager Lee Douglas
 Program Director Mattie I. Padgett
 Chief Engineer Elmer H. Troutman

WHPE—High Point—1947
KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By High Point Bcstg. Co.
 Business-Studio Address 504 N. Main St.
 News Service AP
 Transcription Service World
 Station Rep. Media Sales
 General Manager D. S. Hedgecock
 Comm. Manager Harold Craven

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
 Sls., Prom., Pub. Dir. G. D. Sullivan
 Program Director Max Meeks
 Chief Engineer Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
 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

WJNC—Jacksonville—1945
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned Onslow Bcstg. Corp.
 Address Jacksonville
 Phone: 7707 Air Time: Full Time
 Pres., Gen. Mgr. Robert P. Mendelson
 Sta. Manager Rodric L. Jones
 Program Director Jean B. Mendelson
 Chief Engineer Rod O. Dorsey

WLAS—Jacksonville—1953

Frequency: 910 Kc. Power: 1000 Watts
 Owner Seaboard Bcstg. Corp.
 Address Box 56
 Phone: 3901 Air Time: Daytime
 News Service UP
 Transcription Thesaurus
 Membership NARTB
 President Jerry Popkin
 Gen., Comm. Manager Paul Parker

WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fred H. Whitley, Inc.
 Address Box 997
 Phone: 8700 Air Time: Daytime
 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 R. H. Whitesides
 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. Ned McGill
 Sales Prom. Mgr. Julius Mahon
 Program Dir. Doris Bridges
 Publicity Director Rob't Green
 Chief Engineer George Patterson

WELS—Kinston—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Farmers Bstg. Service, Inc.
 Address.....1312 W. Vernon Ave.
 Phone: 5151.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Devney, Dora Clayton
 Membership.....RAB, NARTB
 President.....William S. Page
 Gen., Comm. Manager.....Jack P. Hankins
 Prog. Dir.....W. A. Kiker
 Chief Engineer.....Harvey Mewborn

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
 Representative.....Best
 Gen., Sta., Comm. Mgr.....J. Harold Vester
 Publicity Director.....H. R. Shriver
 Chief Engineer.....Herman Civils

WISP—Kinston—1953—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Citizen's Bcstg. Co., Inc.
 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 Hardisor

**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
 Membership.....NARTB, RAB
 Sta. Rep.....Dora Clayton
 President.....Edwin Pate
 General Manager.....J. R. Dalrymple, Jr.
 Chief Engineer.....Truman N. Brock

**WLOE—Leaksville—1946
MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....WLOE, Inc.
 Address.....Leaksville
 Phone: MA 3-3118.....Air Time: Full Time
 News Service.....AP
 Transcription.....Thesaurus
 Membership.....NARTB
 Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock
 Sales Prom. Mgr.....Carl F. Webb
 Program Director.....Barbara Earles
 Chief Engineer.....Eldred Wlwn

**WJRI—Lenoir—1946
MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....John P. Rabb
 Address.....Union Nat'l. Bank Bldg.
 News Service.....UP
 Transcription Service.....Lang-Worth

**WBUY—Lexington—1946
KBS**

Frequency: 1440 Kc. Power: 250 Watts
 Owned-Oper. By...Davidson County Bcstg. Co.
 Business Address.....P. O. Box 359
 Phone: 2716.....Air Time: Daytime
 News Service.....AP
 Transmitter Service.....Thesaurus, Lang-Worth
 Station Rep.....Continental
 Membership.....RAB
 General Manager.....Omar G. Hilton
 Station Manager.....Dewey M. Hutchins
 Program Director.....Donald Matney
 Chief Engineer.....Fred Honeycutt

WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 500 Watts
 Owned.....Lincoln County Bcstg. Co., Inc.
 Address.....Startown Rd.
 Phone: RE 5-8071-2.....Air Time: Daytime
 News Service.....AP
 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.....Air Time: Full Time
 News Service.....UP
 Transcription.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB
 President.....Hector McLean
 General Manager.....L. F. Mattes
 Sta. Mgr., Prog. Dir.....A. E. Pruitt
 Sales Manager.....Alan Vause
 Publicity Director.....Fred Potts
 Chief Engineer.....Milton Newsome

**WTSB—Lumberton—1946
MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Robeson Bcstg. Corp.
 Phone: 6056.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 Transcription Service.....World
 Representative.....Continental Radio Sales
 General Mgr.....James MacNeil

WBRM—Marion—1949

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By..Lake City Bcstg. Corp.
 AddressBox 229
 Phone: 7221.....Air Time: Daytime
 News ServiceUP
 President.....W. P. Erwin
 Sales Prom. Manager.....J. C. Pleasant
 Sta. Mgr., Pub., Prog. Dir.....J. L. Reynolds, Jr.
 Chief Engineer.....Hubert C. Martin

News ServiceAP
 RepresentativeThomas Clark
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Ralph D. Epperson
 Commercial Manager.....Lucy Bowman
 Sales Prom. Mgr.....Bill Belton
 Program Director.....Costin Lindsay
 Publicity Director.....Chris Martin
 Chief Engineer.....Harry A. Epperson, Jr.

WMAP—Monroe—1948—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....Walkup Ave.
 Phone: Atlantic 3-6621.....Air Time: Daytime
 Station Rep.....Continental, Media Sales
 News ServiceUP
 Station Manager.....J. A. Laney
 Business Manager.....W. D. Benton
 Program Director.....Frank Funderburk
 Chief Engineer.....Robert I. Smith

**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
 Prog. Dir., Prom. Manager.....Alma Hiatt
 Ass't. Prom. Mgr., Prog. Dir.....Elbert Williams

**WHIP—Mooresville—1950
KBS**

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Wayne M. Nelson
 Address.....Mooresville, N. C.
 Phone: 3-4301.....Air Time: Daytime
 News ServiceUP
 Transcription Service.....Capitol
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson
 Comm., Sls., Prom. Mgr.....Leona Showmcr
 Chief Engineer.....E. M. Stanton, Jr.

**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 ServiceUP
 RepresentativeJohn E. Pearson
 Gen., Sta. Manager.....Ray D. Williams
 Prog. Dir., Sls., Prom. Mgr.....Jim Putnam
 Chief Engineer.....Ed Williams

**WMBL—Morehead City—1947
KBS**

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.
 Address.....Box 432
 Phone: 6-3188.....Air Time: Daytime
 News ServiceUP
 Transcription Service.....Thesaurus
 MembershipNARTB
 RepresentativeMcGillvra
 Pres., Gen., Sta. Mgr.....Grover C. Munden
 Comm. Manager.....Charles Markey
 Chief Engineer.....Walder Niemi
 Program Director.....Fay M. Merrell

**WOOW—New Bern—1953
KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Craven Bcstg. Co.
 Address.....Glenburnie Gardens
 Phone: 3311.....Air Time: Full Time
 MembershipNARTB
 Transcription Service.....Thesaurus
 President.....Dr. F. Y. Sorrell
 General Manager.....James A. Ballard
 Commercial Mgr.....David Pursglove
 Program Dir.....C. B. Stegall
 Chief Engineer.....Roy Ingram

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Nathan J. Cooper
 Address.....Box 698
 News ServiceAP
 TranscriptionStandard
 President.....Nathan J. Cooper
 Comm. Manager.....William Hauser
 Chief Engineer.....Frank A. Ballew
 Program Director.....Madelyn V. Patton

**WNNC—Newton—1948
KBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Newton-Conover Bcstg. Co.
 Business Address.....West "A" St.
 Phone: 930.....Air Time: Full Time
 Pres., Gen., Sta. Mgr.....Earl Holder
 Comm., Sls., Prom. Mgr.....Eugene Henry
 Program Director.....Sylvia Cope
 Chief Engineer.....Eddie Rose

WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Address.....Mt. Airy
 Phone: 1400-1.....Air Time: Daytime

**WKBC—North Wilkesboro
1947—KBS**

Frequency: 810 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Wilkes Bcstg. Co.
 AddressRadio Bldg.
 Phone: 633.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 MembershipRAB
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Prog., Pub. Director.....Doyle Satterthwaite
 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 ServiceAP
 General Manager,.....James F. Flanagan
 Comm. Manager.....Mike Hight

WMSN—Raleigh—1954

Frequency: 570 Kc.....Power: 500 Watts
 Owned-Oper. By...Merchants & Farmers Sta.
 Address.....649 Maywood Ave.
 News ServiceAP
 Transcription ServiceSESAC
 General Mgr.....B. H. Ingle, Jr.
 Comm. Manager.....Jack L. Wrenn

MORE
 NORTH CAROLINIANS
 LISTEN TO
WPTF
 THAN TO ANY
 OTHER STATION

(Source: Neilsen coverage service)

WKIX—Raleigh—1948
 ABC-MBS

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By...Sir Walter Television Co.
 Address.....2128 W. Boulevard
 Phone: 4-8282.....Air Time: Full Time
 News ServiceAP
 RepresentativeAvery-Knodel
 MembershipNARTE, RAB
 President.....John W. English
 General Mgr.....Richard J. Hallwood
 Commercial Mgr.....James Simpson
 Chief Engineer.....Arthur Humphrey

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 ServiceAP, UP
 Transcription ServiceThesaurus
 Representative Peters, Griffin, Woodward, Inc.
 Membership.....NARTE, RAB
 Pres., Gen. Sta. Mgr.....Richard H. Mason
 Commercial Mgr.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Publicity Director.....Worth White
 Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

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 ServiceAP
 Representative.....Forjoe & Co.
 MembershipNARTE, RAB
 President.....A. J. Fletcher
 Gen., Sta. 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
 Phone: 4361-2.....Air Time: Full Time
 News ServiceAP
 Representative.....Bogne & Martin
 MembershipNARTE
 President.....H. T. Willtams
 Gen., Sta., Comm. Mgr...Stephen F. Woodson
 Program Director.....Allred Nelson
 Prog., Pub. Director.....Page Smith
 Chief Engineer.....Sam Sexton

WREX—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcstg. Co.
 AddressDrawer 1349
 Phone: 7051.....Air Time: Daytime
 News ServiceUP

Rep....Webb, Interstate United Newspapers
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Program Director.....Mrs. Katye P. Oliver
 V.P., Ch. Engineer.....William M. Oliver, Jr.

**WCBT—Roanoke Rapids
 1939—MBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 Phone: 7-2545.....Air Time: Full Time
 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 a.
 Owned-Operated By.....WAYN, Inc.
 Address.....Rockingham
 Phone: 4041.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Pres., Gen. Sta. Mgr.....Wayne M. Nelson
 Comm., Sls., Prom. Mgr.....William Futterer
 Program Director.....Mrs. Joyce Morris
 Chief Engineer.....Carl M. Wilson

**WCEC—Rocky Mount—1947
 CBS**

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned By.....East Carolina Electronics
 Bus.-Studio Address.....115 N. Church St.
 Phone: 2-3108.....Air Time: Daytime
 News Service.....AP
 Newspaper Affiliation.....Telegram
 Representative.....Pearson
 Membership.....NARTB
 President.....Josh L. Horne
 Gen., Sta. Manager.....Mel Warner
 Commercial Manager.....Ray Thompson
 Sls., Prom. Mgr.....Bill Morgan
 Prog., Pub. 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: 6-6736.....Air Time: Full Time
 News Service.....AP
 Representative.....Burn-Smith
 General 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
 General Manager.....H. S. Taylor

WSAT—Salisbury—1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.
 Business-Address.....Drawer 99
 News Service.....UP
 Representative.....McGillvra
 Membership.....NARTB, RAB
 President.....Charles H. Wents
 Secretary-Treasurer.....Harry L. Welch
 Vice President.....E. L. 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
 Manager.....Russ McIntire
 Comm. Manager.....Russell Hunt

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
 President.....W. L. Simmons
 Vice President.....J. R. Ingram
 Comm. Manager.....Mike Mcshburn
 General Manager.....W. W. Primm

WWGP—Sanford—1946—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sandhills Bcstg. Corp.
 Address.....P. O. Box 651
 Phone: SPring 3-6611.....Air Time: Daytime
 News Service.....UP
 Newspaper Affiliation.....Herald
 Transcription Service.....World
 President, Sec'y.-Treas.....W. E. Homer
 Gen., Sta. Mgr., Prog. Dir.....Del Carty
 Comm. Manager.....L. B. Nelson
 Chief Engineer.....Edward Becker

**WOHS—Shelby—1946
 MBS-KBS**

Frequency: 730 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Western Carolina Radio
 Business Address.....1511 W. Dixon Blvd.
 Phone: 6313.....Air Time: Daytime
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Manager.....Robert M. Wallace
 Comm. Manager.....Don McLain
 Program Director.....Charles Loveland
 Chief Engineer.....Edwin Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Chatam Bdcstg. Co.
Address.....P. O. Box 352
Phone: 616.....**Air Time: Daytime**
News Service.....UP
Membership.....RAB
Representative.....Best: Media
Transcription Service.....Lang-Worth, SESAC
President.....Willicm Wren
Gen., Sta., Comm. Mgr......L. C. Bruce
Sales Promotion Mgr......Homer L. Day
Program Director.....Eugene Whitaker
Publicity Director.....Alex McNeill
Chief Engineer.....C. D. Chandler

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.....UP
Transcription Service.....Capitol
General Manager.....John S. Townsend
Commercial Mgr......Bill Burwell

WEEB—Southern Pines—1947

Frequency: 990 Kc......**Power: 1000 Watts d.**
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
Phone: 2-2942.....**Air Time: Daytime**
News Service.....AP
Transcription Service.....Associated
Station Rep......Holman
Membership.....NARTB
Pres., Gen. Mgr......Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
Program Director.....Charles G. Clapp

WTOE—Spruce Pine—1955

Frequency: 1470 Kc......**Power: 1 Kw. d.**
Owned-Oper. By...Toe River Valley Bcstg. Co.
Address.....RFD 1, Box 20-B
President.....T. N. Cooper

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
Membership.....NARTB
Gen., Sta., Comm. Mgr......Charles D. Melton
Program Director.....Tom Lawrence
Chief Engineer.....T. K. Abernethy

WTAB—Tabor City—1954

Frequency: 1370 Kc......**Power: 1000 Watts**
Owned-Oper. By.....Tabor City Bcstg. Co.
Address.....P. O. Box 605
Phone: 3171.....**Air Time: Daytime**
News Service.....AP
Transcription Service.....World
President.....John B. Ward, Sr.
Station Manager.....Troy McPherson
Promotion Manager.....John Soles, Jr.

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.....Dora-Clayton
Membership.....NARTB
President.....V. E. Fountain
General Manager.....G. Lee Hodges
Comm. Manager.....Lewis Heilbronner
Program Director.....Tom Shields

WTNC—Thomasville—1947

Frequency: 790 Kc......**Power: 1000 Watts d.**
Owned By.....The Thomasville Bcstg. Co.
Address.....P. O. Box 750
Phone: 2701.....**Air Time: Daytime**
News Service.....UP
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
Phone: 361.....**Air Time: Daytime**
News Service.....UP
Station Manager.....Mildred Allen
Commercial Mgr......Edithe Mooneyham
Chief Engineer.....Palmer Greer

WADE—Wadesboro—1947
KBS

Frequency: 1210 Kc......**Power: 1000 Watts d.**
Owned-Oper. By.....R. P. Lyon & Son
Address.....Wadesboro
Phone: 81.....**Air Time: Daytime**
News Service.....UP
Transcription.....Thesaurus
Representative.....Walker
President.....R. A. Lyon
General. Sta. Mgr......W. P. Billingsley
Comm., Sls. Prom. Mgr......W. V. Mitchell
Program Director.....Peggy L. Mitchell
Chief Engineer.....W. S. Taylor

WLSE—Wallace—1953

Frequency: 1400 Kc......**Power: 250 Watts**
Owned-Oper. By.....Duplin Bcstg. Co.
Address.....Hwy. 117, N.
General Manager.....Lester L. Gould
Sta., Comm. Manager.....John T. Newman

WHED—Washington—1948
KBS

Frequency 1340 Kc......**Power: 250 Watts**
Owned-Oper. By.....Pamlico Bcstg. Co.
Address.....Box 439
Phone: 278.....**Air Time: Full Time**
News Service.....UP
Representative.....Continental

Pres., Gen., Sta. Mgr. W. W. Moore
 Comm., Sls. Prom. Mgr. Peter Moore
 Program Director Don Wilkerson
 Publicity Director William Boahn
 Chief Engineer Richard 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.
 Phone: 403 Air Time: Full Time
 News Service AP
 Transcription Thesaurus
 Representative Walker
 President W. R. Roberson, Jr.
 Station Manager William Abeyounis
 Program Director Merrill Daniels
 Chief Engineer L. E. Hiland

WHCC—Waynesville—1947 KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address Box 180
 Phone: Glendale 8-6661 Air Time: Full Time
 News Service UP
 Transcription Thesaurus, SESAC
 Pres., Gen. Mgr. K. D. Fry
 Sls. Prom. Mgr., Prog. Dir. M. F. 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
 Comm. Manager C. D. Pickerrell
 Station Manager Jerry Honeycutt

WIAM—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By E. Carolina Bcstg. Co.
 Address 115 E. Main St.
 Phone: 2478 Air Time: Daytime
 News Service UP
 Co.-O., Sta. Manager William H. Farrior
 Co.-O., Gen., Comm. Mgr. Charles M. Gaylord
 Chief Engineer Charles Neer

WGNI—Wilmington—1947 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . New Hanover Bcstg. Corp.
 Business Address Box 869
 Phone: 2-2493 Air Time: Full Time
 News Service UP
 Transcription Thesaurus
 Representative Pearson
 President J. S. Brody
 General Manager Allen B. Jones
 Commercial Mgr. A. V. Thompson
 Sls. Prom. Director Tancil Horne
 Publicity Director Arlene Collier
 Chief Eng., Prog. Dir. Arthur L. Madeley

WMFD—Wilmington—1935 ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Address Box 696
 Phone: 3-4666 Air Time: Full Time
 Representative Burn-Smith
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. R. A. Dunlea, Sr.
 Comm. Manager Al Compton
 Prog., Pub. Director Clay McBride
 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.
 Phone: 2188 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Penn T. Watson, Sr.
 Commercial Manager Desmond Barclay
 Sls., Prom. Mgr. P. T. Watson, Jr.
 Publicity Director C. M. Farris
 Program Director Bill Bunn
 Chief Engineer W. H. Malone

WVOT—Wilson—1948 MBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Wilson Radio Co., Inc.
 Phone: 5157 Air Time: Full Time
 News Service AP
 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. Camel City Bcstg. Corp.
 Address Box 3119
 Station Representative Forjoe & Co.
 President R. B. Woodyard
 General Manager Ranny Daly

WAIR—Winston-Salem—1937
 ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Winston-Salem, Inc.
 Business Address W. 1st St.
 Phone: 21133 Air Time: Full Time
 Representative Burn-Smith
 Membership RAB
 News Service AP
 Transcription World
 President John S. Riggs
 General Manager Wallace Voight
 Publicity Director Lee Baine
 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
 News Service UP
 Newspaper Affil. Journal, Twin City Sentinel
 Representative Headley-Reed
 Membership NARTB
 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
 Phone: 3-4353 Air Time: Full Time
 Representative H.R. Reps.
 President, Pub. Dir. James W. Coan
 General, Sta. Manager John G. Johnson
 Comm. Manager Charles Brunt
 Chief Engineer James Hoke

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IN NORTH CAROLINA'S

**GOLDEN
 TRIANGLE**

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 HIGH POINT



HEADLEY-REED, REP.

**WSJS RADIO
 WINSTON-SALEM, N. C.**

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. Meyer
General Manager W. A. Ekberg
Station Comm. Mgr. R. W. MacLeod
Program Director Don McLean
Promotion Dir. Jack Swenson
Chief Engineer Ivar Nelson

KDLR—Devils Lake—1925 MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone: 1090 Air Time: Full Time
News Service UP
Transcription World, SESAC
Pres., Gen. Manager Bert Wick
Comm. Manager Paul R. Lange
Program Director Wilbur Clemenson
Publicity Director Norman Buckner
Chief Engineer Richard Moritz

KDIX—Dickinson—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 119 2d Ave. W.
Phone: 4113 Air Time: Daytime
News Service AP, UP
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
Representative Gill-Perna
News Service AP
General Manager Charles G. Burke

WDAY—Fargo—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone: 2-3371 Air Time: Full Time
News Service AP, UP
Newspaper Affil. Forum
Transcription Service Thesaurus
Membership NARTB, RAB
Representative Free & Peters

President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
General Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Sales Manager Bill Burn
Program Director Ernie Brevik
Technical Director Julius Hetland
Chief Engineer Jultne Savold

KILO—Grand Forks—1941 CBS

Frequency 1440 Kc. Power: 1000 d.; 500w.
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, O'Connell
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

Frequency: 1310 Kc. Power: 5000 Watts
Owned By Community Radio Corp.
Address Grand Forks
Phone: 4-4611 Air Time: Full Time
News Service UP
Membership NARTB, RAB
Representative Rambeau, Bulmer & Johnson
President Carroll E. Day
General Manager John G. French
Comm. Manager Robert Lukkason
Program Director John Dark
Chief Engineer David Churley

KNDC—Hettinger—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned Hettinger Bcstg. Co.
Address Lambert Bldg.
Phone: 549 Air Time: Full Time
News Service UP
Transcription Thesaurus
Station Representative UMBS Sales
Membership NARTB
Manager Les Kleven

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
News Service UP
Transcription Standard
President Robert E. Ingstad
Station Manager A. G. Berry
Comm. Manager R. L. Richardson
Program Director N. C. Grant
Chief Engineer R. Jensen

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 AP
Representative. Weed & Co.
President. John W. Boler
General Manager. Robert E. Bausman
Sales Prom. Manager. S. S. Ingersoll
Program Director. Don Kingsley
Chief Engineer. Harvey Van Erum

KGCU—Mandan—1925
MBS-ABC

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
Representative Gill-Perna
Membership RAB
President W. S. Russell
Manager Paul C. Gussner

KCJB—Minot—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By. No. Dakota Bcstg. Co.
Address Minot
Phone: 51-161. Air Time: Full Time
Representative Weed
News Service UP
Membership NARTB, RAB
President. John W. Boler
Station Manager. Chester Reiten
Comm. Manager. Hugo Furstaneau
Chief Engineer. Joseph Main

KLPM—Minot—1929—MBS

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
Transcription Service World
Representative Walker
President. John B. Cooley
Gen., Sta. Manager. C. W. Baker
Commercial Mgr. Leslie E. Maupin
Publicity Dir. Dolpres Haugen
Sta. Mgr., Chief Engineer. C. W. Baker

KOVC—Valley City—1936
MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. KOVC, Inc.
Business-Studio Address. 135 Central Ave. S.
Phone: 1490. Air Time: Full Time
Transcription Service Standard
Pres., Gen. Mgr. Robert E. Ingstad
Program Director. Lyle Peterson
Comm. Manager. Russ Kaber
Chief Engineer. Charles Sjostrom

KEYZ—Williston—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Charles L. Scofield
Address Box 1249
Phone: 35-371. Air Time: Full Time
News Service UP
Transcription Service Standard
Membership RAB, NARTB
General Manager. C. L. Scofield
Comm. Manager. W. L. Holter
Sales Prom. Manager. Bob Miller
Chief Engineer. Robert A. Foster

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

WADC—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
Representative: George P. Hollingbery
Owner-Operator: Allen T. Simmons
Assistant Manager: Robert B. Wilson
Sales Prom. Mgr.: Doc Williams
Program Director: Harold H. Hageman
Publicity Director: Mary Jo Stasell
Chief Engineer: Arnold Bock

WAKR—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
V. P., Dir. Sales: Kenneth M. Keegan
Pgm., Pub. Dir.: A. R. Cooper
Chief Engineer: Irwin L. Knopp

WCUE—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: Pearson
News Service UP
Transcription Standard
Membership NARTB
President, Gen. Mgr.: Tim Elliot
Sta., Comm. Mgr.: Jack Maurer
Asst. Sales Mgr.: Harley Lucas
Program Director: Jack Clifton
Sls. Prom. Mgr.: Jean Elliot
Publicity Director: Bob Lape
Chief Engineer: George V. Paul

WHKK—Akron—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
Owned-Oper. By: WHKK Bcstg. Co.
Business-Studio Address: 51 W. State St.
Phone: BI 3-7101. Air Time: Daytime
News Service UP
Membership RAB
Representative: Bolling
Co-Owners: J. B. Maurer, P. R. Herbert
Program Director: Cliff Rodgers
Chief Engineer: Henry Neiderkofler

WFAH—Alliance—1953

Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Review Pub. Co.
Address: 2720 S. Union
Phone: 1-5345
Representative: Rambeau
News Service AP
Newspaper Affiliation: Alliance Review

Transcription Service: World. Lang-Worth
Membership NARTB
General Manager: D. A. Peterson
Commercial Mgr.: Robert A. Gates
Prog. Director: Edward D. Krahling
Chief Engineer: Gene Peterman

WATG—Ashland—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Ashland Bcstg. Corp.
Address: Ashland
Phone: 2-1572. Air Time: Full Time
Transcription Service Thesaurus
Representative: McGillvra
News Service AP
President: Robert S. Burke
Gen., Sta. Mgr., Ch. Eng.: Don Holzapfel
Comm. Manager: Harlan Cook, Jr.
Prog., Pub. Director: Charles Kilkenny

WICA—Ashtabula—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: WICA, Inc.
Address: Ashtabula
Phone: 32-126. Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative: Everett-McKinney
President: D. C. Rowley
General Manager: John Colin
Station Manager: D. W. Fassett
Comm. Manager: Vernon Webster
Sales Prom. Manager: Lawrence Gerrity
Program Director: John C. Strassen
Chief Engineer: F. N. Barnato

WATH—Athens—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned By: Andrew Kovlin & James Sinyard
Address: P. O. Box 527
Phone 31587. Air Time: Daytime
Station Rep.: Continental
Membership NARTB
Gen. Mgr., Chief Engr.: Andrew Kovlin
Comm. Manager: John Kerr
Program Director: George Charles

WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned: WTRX, Inc.
Phone: BE 1515. Air Time: Daytime
President, Gen. Mgr.: Walter Patterson
Program Director: Paul Howard
Pub. Dir., Sales Prom. Mgr.: William Greaver
Chief Engineer: George T. Cowen

**WOHP—Bellefontaine—1952
KBS**

Frequency: 1390 Kc. Power: 500 Watts
Owned: Lake Erie Radio & TV Corp.
Address: Box 338
Phone: 2-5796. Air Time: Daytime
President: T. M. Nelson
General Manager: R. K. Wood
Chief Engineer: Ken Arnold

WWBG—Bowling Green—1954

Frequency: 730 Kc. Power: 250 Watts d.
 Owner: Howard R. Ward
 Address: Dirlam Rd.
 Phone: 3-8021 Air Time: Daytime
 News Service: AP
 Manager: Howard R. Ward
 Program Director: Eugene Robinson

WILE—Cambridge—1948
KBS

Frequency: 1270 Kc. Power: 1000 Watts a.
 Owned-Oper.: Land of The Lakes Bcstg. Corp.
 Business-Studio Address: 917 Beatty Ave.
 Phone: 4-5605 Air Time: Daytime
 News Service: AP
 Transcription Service: Standard
 President: Howard A. Donahoe
 Comm. Mgr.: Bruce Meighen
 Program Director: David C. Lorimer
 Chief Engineer: Harold Black

WHOT—Campbell—1955

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Greater Youngstown Bcstg.
 Address: 401 N. Blaine Ave., Youngstown
 Representative: Forje
 News Service: UP
 Owner: Myron Jones
 General Manager: William Fleckenstein
 Commercial Manager: Lou Skelly

WAND—Canton—1947

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By: Magic Wand Bcstg. Co.
 Address: Tuscarawas & High
 Phone: 68396 Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol
 Representative: Hil F. Best
 President: P. C. Wilson
 Station Manager: James Wilson

WCMW—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
 Representative: Burke Stewart
 Pres., Gen. Mgr.: S. L. Huffman
 Station Manager: Clark L. Dozer
 Commercial Mgr.: Jack R. Hale
 Sales Prom. Manager: R. Bremkamp
 Program Director: D. I. Dever
 Publicity Director: Jane Thomas
 Chief Engineer: W. Waechter

WHBC—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
 Newspaper Affil.: Brush-Moore

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 Director: Nancy Schneider
 Program Director: Lee Atwell
 Chief Engineer: Robert Breen

WBEX—Chillicothe—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Shawnee Bcstg. Co.
 Business-Studio Address: Pohlman Road
 Phone: 3-2244 Air Time: Full Time
 News Service: UP
 Representative: W. S. Grant
 Transcription Service: Standard
 President: Truman A. Morris
 Station Manager: Lewis F. Wagner
 Chief Engineer: George T. Evangelow

WCIN—Cincinnati—1953

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Robert W. Rounsaville
 Address: Radio Station WQXL, Atlanta, Ga.
 Phone: MU 1-7600 Air Time: Daytime
 Representative: Gill-Perna, Dorc-Clayton
 President: R. W. Rounsaville
 Station Manager: Ralph B. Johnson
 Commercial Manager: Bernard M. Dabney, Jr.
 Sales Prom. Mgr.: Bob Williams
 Program Director: Larry Dean Faulker
 Publicity Director: George White
 Chief Engineer: Joseph McCormick

WCKY—Cincinnati—1929

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By: L. B. Wilson, Inc.
 Bus-Studio Address: Hotel Sheraton Gibson
 Phone: Cherry 1-6565 Air Time: Full Time
 Representative: Thomas Welstead
 Membership: RAB
 Pres., Gen. Manager: Chas H. Topmiller
 Sales Promotion Mgr.: Robert M. Fleming
 Program Director: Jeanette Heinze

WCPO—Cincinnati—1927
MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Scripps-Howard Radio, Inc.
 Phone: Capitol 1-0777 Air Time: Full Time
 Studio Address: 2345 Symmes St.
 News Service: UP
 Newspaper Affil.: Post
 Representative: John Blair
 Membership: NARTB
 President: Jack R. Howard
 General Manager: M. C. Walters
 Station Manager: Colin G. Male
 Comm. Manager: R. Rietman
 Program Director: Bill Dawes
 Chief Engineer: Paul Adams

WKRC—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 1-0550. Air Time: Full Time
News ServiceAP
Newspaper AffiliationTimes-Star
Transcription ServiceSESAC
RepresentativeKatz
MembershipNARTB
President.....Hulbert Taft, Jr.
Exec. Vice Pres.....David G. Taft
Sales Prom. Manager.....John Walsh
Station Manager.....Hubbard Hood
V. P., National Sls. Mgr...Kenneth W. Church
Program Director.....Ed Kennedy, Jr.
Local Sls. Manager.....H. M. Heilbrun
Chief Engineer.....George Wilson

WLW—Cincinnati—1922
NBC

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
Phone: CHerry 1-1822. Air Time: Full Time
News Service.....INS, UP
Representative.....WLW Sls., NBC Spot Sls.
MembershipNARTB, 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
Dir. Client Ser. Dept.....Richard K. Jones
Program Dir.....Chester Herman
Chief Engineer.....R. J. Rockwell

WSAI—Cincinnati—1923
ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
AddressSinton Hotel
Phone: Main 1-1068. Air Time: Full Time
News ServiceUP
Transcription ServiceWorld
RepresentativeWeed
MembershipRAB
Pres., Gen. Mgr.....Sherwood R. Gordon
Nat'l Sales Manager.....Lu Bassett
Local Sales Manager.....H. O. Parry
Promotion Director.....Arthur Plaut
Program Director.....Paul Jones
Chief Engineer.....Jonas Heiser

WDOK—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 ServiceUP, INS
RepresentativeH-R
Transcription Service.....SESAC

THE RADIO STATION THAT SELLS CINCINNATI!

wsai

1ST FOR MUSIC!
1ST FOR NEWS!
1ST FOR SPORTS!

WSAI-Radio's cost-per-thousand story will amaze you!
WSAI-Radio's rating story will astound you!
WSAI-Radio's acceptance story will convince you that WSAI is the station you must buy to sell Cincinnati.

IN CINCINNATI...
EVERYBODY LOVES
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GORDON
BROADCASTING CO.
Sherwood E. Gordon,
President and
General Manager
Nat'l. Representatives
WEED



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

Membership NARTB
 Pres. R. Morris Pierce
 Director Operations. Ralph Quay
 Sales Prom. Manager. L. Auerbach
 Ass't to Pres. & Treas. Frederick Wolf
 Chief Engineer. Clifford Ormston

WERE—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. Vencard, Rintoul & McConnell
 President. Ray T. Miller
 General Manager. Richard M. Klaus
 Comm. Manager. C. A. Dunbar
 Program Director. Ed Stevens
 Chief Engineer. Harry Dennis

WCAR—Cleveland—1930
 CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Oper. By. Peoples Bcstg. Corp.
 Address 246 No. High St.
 News Service INS, UP
 Representative Christal
 Membership NARTB, RAB
 President. Murray D. Lincoln
 V. Pres., Gen. Mgr. Herbert Evans
 Station Manager. Carl E. George
 Commercial Mgr. Robert E. Forker
 Program Director. Robert Smiley

WHK—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. AP, INS
 Transcription Service. BMI, ASCAP
 Representative Headley-Read
 Membership. NARTB, RAB
 Newspaper Affil. Plain Dealer
 President. Sterling E. Graham
 General Manager. K. K. Hackathorn
 Commercial Manager. W. K. Brusman
 Sales Prom. Manager. John Wyman
 Program Director. Leslie F. Biebl
 Publicity Director. Merle Levin
 Chief Engineer. R. H. DeLany

WJMO—Cleveland—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By. UBC of Ohio
 Address. 2157 Euclid Ave.
 Phone: SUperior 1-4424. Air Time: Daytime
 News Service UP
 President Richard Eaton
 Station Manager. Paul Nckel
 Sales Manager. L. B. Adams

WJW—Cleveland—1943—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By Storer
 Business-Studio Address. 1375 Euclid Ave.
 Phone: SUperior 1-0101. Air Time: Full Time

WJW Radio


CLEVELAND OHIO'S

STANDOUT Station for

- Music
- News
- Sports
- Community Service

A Storer Broadcasting
 Company Station

Basic ABC . . . 5000 Watts
 Represented nationally by
 KATZ AGENCY



BEST LOCATION IN THE NATION

WSRS



GREATER CLEVELAND'S
 NUMBER 1 STATION

WSRS
 RADIO

News ServiceUP
 Transcription ServiceStandard
 RepresentativeKatz
 President.....G. B. Storer, Sr.
 Gen., Sls. Mgr.....John D. Kelly
 Program Director.....Bruce MacDonald
 Promotion Director.....Peter Lee
 Chief Engineer.....Harold Brinkman

Phone: ERievew 1-2005..Air Time: Full Time
 News Service.....AP, INS
 Transcription ServiceAssociated
 RepresentativePearson
 President.....S. R. Sague
 Exec. Director.....Norman V. Bergholm
 Chief Engineer.....Bob Leedham

KYW—Cleveland—1923

Frequency: 1100 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Bus.-Studio Address... 815 Superior Ave. N.E.
 Phone: CHerry 1-0942.....Air Time: Full Time
 News Service.....AP, UP
 Transcription ServiceThesaurus
 Rep.....Peters, Griffin, Woodward, Inc.
 MembershipNARTB, RAB
 President.....Donald H. McGannon
 Vice-President.....Rolland V. Tooke
 General Manager.....Gordon Davis
 Sls. Mgr.....John McIntosh, Jr.
 Adv., Sls., Prom. Mgr.....Edward Wallis
 Chief Eng.....Howard Spiller
 Asst. Sales Mgr.....Theodore E. Sliwa
 Adv. & Sls. Prom. Mgr. Radio...Janet K. Byers

**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 ServiceAP
 RepresentativeJohn Blair
 MembershipNARTB, RAB
 General Manager.....Richard A. Borel
 Commercial Manager.....W. L. Orr
 Sales Prom. Director.....Jim Yeran
 Program Director.....Geer Parkinson
 Publicity Director.....M. Babington
 Chief Engineer.....Lester H. Natzger

WSRS—Cleveland—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WSRS, Inc.
 Address2156 Lee Rd.

**WCOL—Columbus—1922
 ABC**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Trails, Inc.

KYW—RADIO

first in Cleveland!

KYW . . . Northern Ohio's only class 1A, 50,000 Watt, clear channel radio station! Covers 32 counties in one of the country's richest industrial areas.

To you this means audience action in the nation's seventh largest market.

KYW serves 4 1/2 million people in the nation's highest per-capita income area.

Put KYW to work for you in Cleveland. Call John McIntosh, Jr., Sales Manager, at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, N.Y.

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
 BOSTON—WBZ+WBZA
 PITTSBURGH—KDKA
 CLEVELAND—KYW
 FORT WAYNE—WOWO
 PORTLAND—KEX

TELEVISION
 BOSTON—WBZ-TV
 PITTSBURGH—KDKA-TV
 CLEVELAND—KYW-TV
 SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
 ALL OTHER WBC STATIONS REPRESENTED BY
 PETERS GRIFFIN, WOODWARD, INC.

Business-Studio Address... E. Broad & Young St.
 Phone: CA 1-4581..... Air Time: Full Time
 Representative..... H-R Reprs., Inc.
 News Service..... AP
 President..... Charles Sawyer
 Exec. V.P..... J. P. Williams
 Sta. Comm. Manager..... C. E. Kennedy
 Program Director..... Jerry McFarlane
 Publicity Director..... Scully Bingham
 Chief Engineer..... Harold E. Beard

WTVN—Columbus—1921
MBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Operated By..... Radio Columbus
 Business-Studio Address..... 22 East Gay St.
 Phone: Capital 4-1271..... Air Time: Full Time
 News Service..... AP, INS, UP
 Transcription Service..... World
 Representative..... Katz
 President..... Hulbert Taft, Jr.
 General Manager..... Byron Taggart
 Comm. Mgr..... Sam T. Johnston
 Sls. Prom. Mgr., Pub. Dir..... Dan Ries
 Program Director..... Robert Adkins
 Chief Engineer..... W. T. Hansher

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
 Representative..... Forjoe
 President..... Gustav Hirsch
 Gen. Sta. Manager..... Bert Charles
 Comm. Manager..... William Selander
 Prog. Dir..... Bert Charles
 Sls. Prom. Mgr., Pub. Dir..... Marjorie White
 Chief Engineer..... William Hammelt

WTNS—Coshocion—1947

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Coshocion Bcstg. Co.
 Business-Studio Address..... 114 N. 6th St.
 Phone: 1560..... Air Time: Daytime
 Trans. Service..... World
 News Service..... UP
 Membership..... NARTB, RAB
 Pres., Gen. Mgr..... Bruce Wallace
 Sales Manager..... James Sigman

WAVI—Dayton—1947

(SEE SPRINGFIELD, OHIO)

WHIO—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
 Representative..... Hollingbery
 Membership..... NARTB, RAB
 President..... James M. Cox, Jr.
 General Manager..... Robert H. Moody

Merchandising Manager..... W. E. Wolaver
 National Sales Manager..... Wode H. Alley
 Promotion Director..... Chuck Gay

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
 Representative..... H-R
 President..... Charles Sawyer
 Exec. V.P. & Gen. Mgr..... John Pattison Williams
 Vice-Presidents..... G. Denning, A. Buchan
 Station Manager..... Jack Wymer
 Publicity Director..... Larry Marker
 Chief Engineer..... Howard Ryan

WONE—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
 Representative..... Headley-Reed
 Pres., Gen. Manager..... Ronald B. Woodyard
 Nat'l Sales Manager..... C. J. Thornquest
 Commercial Manager..... Louis G. Froelich
 Chief Engineer..... Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc..... Power: 500 Watts
 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
 V.P., Gen. Manager..... Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Dover Bcstg. Co., Inc.
 Address..... 210 Blvd.
 Phone: 4-2126..... Air Time: Full Time
 Manager..... W. B. Steis
 Commercial Manager..... John C. Needs

WOHI—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
 Station Manager..... R. E. Metcalfe
 Comm. Prom. Mgr..... George T. Farrall
 Prog. Director..... James Lowery, Jr.
 Chief Engineer..... George Kelly

WEOL—Elyria—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
 Address.....Elyria Savings and Trust Bldg.
 Phone: 2255.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Representative.....Walker
 President.....Roy W. Ammel
 General Manager.....Arthur Vogel
 Comm., Sta. Mgr.....Richard E. Barrett

WFIN—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.....AP, INS
 Representative.....McGillvra
 General Manager.....Harold H. Heminger
 Prog. Dir.....Jack Douglas

WFOB—Fostoria—1946—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Seneca Radio Corp.
 Address.....U. S. 23
 Phone: 5666.....Air Time: Full Time
 News Service.....AP
 Trans. Service.....Capitol, SESAC, World
 Station Rep.....Rambau
 President.....Andrew Emerine
 Station Manager.....Mel Murray
 Commercial Mgr.....Roger V. Wise
 Prog. Director.....Jim Paulus

WFRO—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
 Representative.....Hil F. Best
 News Service.....UP
 Membership.....NARTB
 President.....Robert F. Wolfe
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950
 KBS**

Frequency: 990 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.....Marianne Campbell
 Commercial Manager.....W. C. Hurley
 Program Director.....William Watterson, Jr.
 Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

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
 Sta. Mgr., Prog. Director.....Norm Keller
 Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

**WIRO—Ironton—1951
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Phone: 360.....Air Time: Full Time
 Representative.....McGillvra
 Pres., Ch. Eng.....C. A. Baker
 Gen., Sta. Mgr.....C. E. McElroy
 Comm. Mgr.....Jack Martin
 Prog. Dir.....H. L. Goldberg
 Prog., Pub. Dir.....Jay Brushart

WLMJ—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.....AP
 Transcription.....Standard
 Station Representative.....W. S. Grant
 President.....Frances D. Moore
 General Mgr.....Don W. Hughes
 Commercial Mgr.....Art Farrar
 Program Director.....Jake Gohm
 Chief Engineer.....Eddie Adkins

WHOK—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
 Program Director.....E. J. Blazer
 Chief Engineer.....C. E. Huston

WIMA—Lima—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
 Business-Studio Address.....223 N. Main St.
 Phone: 32660.....Air Time: Full Time
 News Service.....AP
 Representative.....H-R
 Membership.....RAB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 Sales Prom. Manager.....J. L. Spring
 Program Dir.....Easter Straker
 Chief Engineer.....A. J. F. Smith

WMAN—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 Service: UP
Transcription Service: World
Representative: Venard, Rintoul & McConnell
Membership: NARTB, RAB
Pres., Gen. Sta., Sls., Mgr.: J. M. O'Hara
Comm. Manager: John Patrick
Prog.-Pub. Dir.: Robert James
Chief Engineer: William Morrison

WMOA—Marietta—1946
MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Marietta Bcstg. Co.
Business Address: P. O. Box 201
Phone: 1690 Air Time: Full Time
Representative: McGillvra
Membership: NARTB
General Manager: R. Sanford Guyer

WMRN—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

AM **WMRN** FM

MARION — OHIO

15 Years of Service
and Growth
in
Central Ohio

— o —

Studios in Marion
and Bucyrus
Operating

425-Acre Livestock
and Grain Farm
ABC Affiliate

News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, 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

WPFB—Middletown—1947

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.
Owned-Operated By: Paul F. Braden
Address Trans. Loc.: Central Ave.
Phone: 2-3625 Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Rep.: Grant Webb
Membership: NARTB, RAB
Manager: Paul F. Braden
Sales Manager: J. H. LeMoynes
Production Director: Charles Reeder
Comm. Manager: Ray Iglehart, Jr.

WMVO—Mt. Vernon—1953
KBS

Frequency: 1300 Kc. Power: 500 Watts d.
Owned-Oper. By: Mt. Vernon Bcstg. Co.
Address: Coshocoon Rd., Box 390
Phone: 20946 Air Time: Daytime
News Service: UP
Transcription: Thesaurus
President: Dr. Charles Tramonl
General Manager: Mrs. C. M. Zerkowitz
Program Director: George Bennett
Publicity Director: Rudy Maxwell
Chief Engineer: Royce O. Woodward

WCLT—Newark—1946

Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By: Advocate Printing Co.
Address: 25 West Main St.
Phone: FAirfax 4-0071 Air Time: Daytime
News Service: AP
Newspaper Affiliation: The Advocate
Representative: Meeker Associates
Membership: NARTB, RAB
President: Frank W. Spencer
General Manager: Thomas A. Rogers
Commercial Mgr.: Robert Pricer
Program Director: John Fisher
Chief Engineer: Benjamin Windle

WPTW—Piqua—1947—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper.: Miami County Bcstg. Co., Inc.
Address-Trans.: 1625 W. Cavington Ave.
Phone: 1420-1 Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Best
Membership: RAB
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 ServiceUP
Phone: 2-1961.....Air Time: Full Time
RepresentativeEverett-McKinney
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 Scioto Bcstg. Co.
Address.....1009 Gallia St.
News ServiceAP
Newspaper Affil.....Brush-Moore
Representative...Venard, Rintoul & McConnell
MembershipNARTB, RAB
PresidentEugene Carr
Station Manager.....John T. Becker
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 ServiceUP
Transcription ServiceThesaurus
MembershipNARTB, RAB
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Louis Mahla
Program Director.....Robert Hinners
Chief Engineer.....Jay Leibach

WAVI—Springfield—1947

Frequency: 1210 Kc. Power: 250 Watts d.
Owned.....WAVI Bcstg. Corp.
Address.....1428 Cincinnati St.
Phone: Hemlock 1291.....Air Time: Daytime
News ServiceAP
Station Rep.Gill-Perna
MembershipNARTB, RAB
Pres., Gen. Mgr.....Harry K. Crowl
Station Manager.....Art Burnham

WBLV—Springfield—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Phone: 3-4676.....Air Time: Daytime

RepresentativeMcGillvra
Transcription ServiceAssociated
General Manager.....Robert Yontz
Program Director.....James Bissey

WIZE—Springfield—1940
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans. Address.....115 W. High St.
Phone: 3-4955.....Air Time: Full Time
News ServiceAP
Transcription ServiceWorld
Representative.....H. R. Representative, Inc.
Executive Vice-President.....J. P. Williams
Admin. Assistant.....Alex Buchan
Station Mgr.....Collis A. Young

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 ServiceUP
RepresentativeAvery-Knoedel
Pres.....Jack N. Berkman
V.P., Gen. Mgr.....John J. Laux
Comm. Manager.....Joseph M. Troesch
Publicity Director.....Bill McClinton
Program Director.....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: Lennox 6576.....Air Time: Full Time
RepresentativePearson
PresidentFord R. Weber
General Manager.....Russel Gohring
Comm. Manager.....William Webster
Program Director.....Paul King
Chief Engineer.....Edwin J. Powell

WTOD—Toledo—1946

Frequency: 1560 Kc. Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address. 3225 Arlington Ave.
Phone: Elgin 2507.....Air Time: Daytime
News ServiceAP
Newspaper Affil.....Erie Dispatch
Transcription ServiceLang-Worth
RepresentativeForjoe
PresidentEdward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Oper. By.....George B. Storer
 Bus.-Studio Address.....136 Huron St.
 Phone: CHerry 8-6201.....Air Time: Full Time
 News Service.....INS, UP
 Transcription Service.....Lang-Worth
 Newspaper Affil.....Miami Beach Sun
 Membership.....NARTB, RAB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Director.....Allen L. Haid
 Comm. Mgr.....Westford F. Shannon
 Sales Prom., Pub. Dir.....Liz Wagner
 Program Director.....E. C. Kutz
 National Sales Mgr.....Emerson Kimble
 Chief Engineer.....William M. Stringfellow

WTOL—Toledo—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Community Bcstg. Co.
 Trans.-Address.....Bell Bldg.
 Phone: Cherry 3-3291.....Air Time: Full Time
 Representative.....Paul H. Raymer
 President.....Frazier Reams
 Gen.-Station Mgr.....Thomas S. Bretherton
 Comm. Manager.....R. B. Stone
 Program Director.....Robert Kriehoff
 Chief Engineer.....Harold Holmes

WHHH—Warren—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By.....Warren Tribune Radio Sta., Inc.
 Business-Studio Address.....108 Main St.
 Phone: 2252-9.....Air Time: Full Time
 Representative.....Rambeau
 President.....Helen Hart Hurlbert
 General Manager.....Carl J. Raymond

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
 Station Rep.....Hil F. Best
 President.....W. N. Nungesser
 Sta., Sls., Prom. Mgr.....Ray Anderson
 Program Director.....Joe Klorke
 Chief Engineer.....Ralph Hoffman

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts
 Owner.....Hi Kinco Bcstrs.
 Address.....Box 67
 Phone: Piketon 2781.....Air Time: Daytime
 Gen. Mgr., Chief Eng.....D. E. Kinker

WKOV—Wellston—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.....Family Bdcstg. Co.
 Address.....P. O. Box 190
 Phone: 546.....Air Time: Daytime
 General Manager.....Parks Robinson

WWST—Wooster—1947—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Wooster Republican Ptg. Co.
 Phone: 3-5075.....Air Time: Daytime
 General Manager.....E. B. Evans
 Commercial Mgr.....Quentin W. Welty
 Program Director.....Robert Heeter

WRFD—Worthington—1947

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Peoples Bcstg. Corp.
 Address.....P. O. Box 26
 Phone: 2-5342.....Air Time: Daytime
 Representative.....Meeker
 President.....M. D. Lincoln
 General Manager.....Herbert E. Evans

**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
 Station Representative.....Weed
 President, Ch. Eng.....John Cherpack, Jr.

**WFMJ—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
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....William F. Maag, Jr.
 Gen., Sta. Mgr.....Mitchell F. Stanley
 Program Director.....Robert Locke
 Chief Engineer.....Frank A. Dieringer

**WKBN—Youngstown—1926
CBS**

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Phone: Sterling 2-1145.....Air Time: Full Time
 Address.....3930 Sunset Blvd.
 Representative.....Paul H. Raymer
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station Manager.....J. Lothair Bowden
 Program Director.....Paul Turner
 Public Relations Director.....Jim Smith
 Chief Engineer.....B. T. Wilkins

**WHIZ—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
 Representative.....John E. Pearson
 President.....Clay Littick
 Gen., Station Manager.....Allan Land
 Comm. Mgr.....Nate Milder
 S's. Prom. Mgr., Pub. Dir.....Naomi Lorton
 Prog. Dir.....Bob Wagner
 Chief Engineer.....William A. Hunt, Sr.

KADA—Ada—1934 ABC-MBS-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: Bill T. Hoover
Station Manager: Fred L. Thompson
Program Director: Pct Jackson
Chief Engineer: George Miller, Jr.

KWHW—Altus—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Phone: 1405. Air Time: Full Time
Representative: Pearson
Membership: NARTB
General Manager: Frank E. Wimberly

KVSO—Ardmore—1935 ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Ardmoreite Publishing Co.
Bus.-Studio Address: Ardmoreite Bldg.
Phone: 3030. Air Time: Full Time
News Service: AP
Newspaper Affiliation: Daily Ardmoreite
Membership: NARTB, RAB
Transcription: World, SESAC
Representative: Venard, Rintoul & McConnell
General Manager: Albert Riesen

KWON—Bartlesville—1942 MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bartlesville Bcstg. Co.
Address: Box 69
Phone: 1400. Air Time: Full Time
News Service: AP, UP
President, Gen., Sta. Mgr.: J. Fred Case
Program Director: R. M. Davis
Comm., Sales Prom. Manager: John Collins
Chief Engineer: C. R. Tanner

KBWL—Blackwell—1952

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By: Star Bcsta. Co., Inc.
Address: Masonic Bldg.
Phone: 309. Air Time: Daytime
News Service: AP
Transcription Service: Thesaurus
Station Rep.: Best
General Manager: John W. Carrick

KWCO—Chickasha—1946 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
Owner, 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

KUSH—Cushing—1952—KBS

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Cimarron Broadcasters, Inc.
Address: Box 791
Phone: 922. Air Time: Daytime
News Service: AP
Newspaper Affil.: Drumright Journal
Representative: Hil F. Best
Transcription Service: Thesaurus
Membership: NARTB, RAB
President: Lou Allard
Vice President: G. R. Rockett
Sec. Treasurer: J. B. Sellers
General Manager: C. Forrest Brokaw, Jr.
Station Mgr.: George S. Lanham
Program Director: Mary Lou Wright
Publicity Director: Garbo Plodnick
Chief Engineer: Harold Kinced

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
Transcription: World
Representative: Venard, Rintoul & McConnell
Membership: NARTB, RAB
President: R. H. Drury
Gen., Sta. Mgr.: W. M. Brubaker
Comm. Manager: Bill Merrill
Program Director: John Moen
Publicity Director: Tommy Richards
Chief Engineer: Les Agee

KSEO—Durant—1947—KBS

Frequency: 750 Kc. Power: 250 Watts d.
Owned-Operated By: Democrat Printing Co.
Address: Democrat Bldg.
Air Time: Daytime
News Service: AP
Membership: NARTB
Transcription Service: Standard
General Manager: Leroy Moses

KASA—Elk City—1932
MBS

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

KCRC—Enid—1929—ABC-KBS

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By Enid Radiophone Co.
Bus.Studio Address 318 E. Willow
Phone: AD 7-1390 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
Sls. Prom. Mgr. G. Williams
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: 4-4230 Air Time: Full Time
News Service UP
Transcription Service Standard
Representative . Venard, Rintoul & McConnell
Pres., Gen. Manager Allan Page
Commercial Manager Bob Nelson
Program Director B. Henthorn
Publicity Director Rex Walker
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
Partners Ronald W. Wheeler,
J. D. Jones, W. A. Jones
General Manager J. D. Jones, Jr.
Business Manager E. Jones
Chief Engineer D. Jones
Program Director Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By Southern Bcstg. Co.
Address Ione Hotel
Phone: 2321 Air Time: Full Time
President J. A. West
General Manager Preston Bridges

KGYN—Guymon—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By Plains Bcstg. Co.
Business-Studio Address P. O. Box 33
Phone: 888 Air Time: Daytime
News Service UP
Trans. Service World, Thesaurus, Standard
Membership RAB
Representative Hil F. Best
President, Gen. Mgr. T. M. Raburn, Jr.
Commercial Mgr. Edward J. Slater

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
Station Mgr., Ch. Eng. A. Fuchs
Comm. Sls. Prom. Mgr. Wayne Robison
Prog. Director F. J. Fuchs

KIHN—Hugo—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Little Dixie Bcstg. Co.
Address Box 248
Phone: 1140 Air Time: Full Time
News Service AP
Transcription Thesaurus
President O. A. Brewer
Program Manager J. L. Anderson
Chief Engineer Dalton E. Jones

KBEL—Idabel—1953

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Idabel Bcstg. Co.
Address Box 990
News Service AP
Transcription Thesaurus
General Manager Winston O. Ward
Sta., Comm. Manager J. P. Stanley
Program Director Ralph Mills
Chief Engineer Cliff Taylor

KSWO—Lawton—1941
ABC

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Okla. Quality Bcstg. Co.
Bus. Studio Address Box 699
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
Sls. Prom. Manager Mike Eisler
Publicity Director Monte Moore
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 Box 56
 Phone: 3-1460 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Pearson
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Sls. Promotion Mgr. Frank Hopkins
 Prog. Director Joe H. Pate
 Chief Engineer Dexter Ferry

KTMC—McAlester—1946
ABC-MBS

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, Rintoul & McConnell
 Membership NARTB
 President William Young
 General Mgr. Bill Skeith
 Sls. Prom. Mgr. Larry Craft
 Comm. Manager Joe Gravitt
 Publicity Director Bob Bristow
 Program Director Adch Johnson
 Chief Engineer Harold Duncan

KGLC—Miami—1948—KBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.

Address Box 511
 Membership NARTB, RAB
 Representative Adam Young
 Exec. Vice-President Kenyon Brown
 Station Manager William A. Searle
 Supv. Frank J. Lynch

KBIX—Muskogee—1936
ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Okla. Pub. Co.
 Address Barnes Bldg.
 Phone: MU 2-1331 Air Time: Full Time
 News Service UP
 Representative .. Venard, Rintoul & McConnell
 President Tams Bixby, Jr.
 General Manager Walter W. Weber

KMUS—Muskogee—1948

Frequency: 1380 Kc. Power: 1000 d., 500 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. Manager Hale Bicknell, Jr.
 Program Director Don Gilbert
 Chief Engineer James Kettel

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

KNOR—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
 Gen., Comm. Manager...William S. Morgan

KBYE—Oklahoma City—1946

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By.....State Bcstg. Co.
 Bus.-Studio Address.....108 N.W. 9
 Phone: FO 5-2323.....Air Time: Daytime
 News Service.....UP
 Reps...Radio-TV Reps., Dora-Clayton, Brown
 Membership.....NARTB, RAB
 Pres., General Manager.....Frank J. Lynch
 Station Manager.....F. F. Lynch
 Program Director.....Glen Valentine
 Publicity Director.....Jim Stewart

KLPR—Oklahoma City—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Okla. City Bcstg. Co.
 Business Address.....128½ W. Commerce St.
 Air Time.....Daytime
 Membership.....NARTB, RAB
 News Service.....AP
 Pres., Gen. Manager.....Byrne Ross

KOCY—Oklahoma City—1922
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
 Pres., Gen. Mgr.....M. H. Bcnebrake
 Commercial Manager.....L. C. Beck

KOMA—Oklahoma City—1931
CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By.....KOMA, Inc.
 Business-Studio Address...7401 Lincoln Blvd.
 Phone: Victor 3-6641.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 President.....John Toole Griffing
 General-Station Mgr.....Edgar T. Bell
 Sales Manager.....Gene Riesen
 Program Director.....Perry Dickey
 Sls. Prom., Pub. Director.....M. Tjaden
 Chief Engineer.....M. W. Thomas

KTOK—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.....AP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....RAB
 President.....Wendell Mayes
 Gen. Mgr.....Tom Johnson
 Comm., Sls. Prom. Mgr.....R. Ruff
 Pub. Dir.....Lelia Little
 Prog. Dir.....Bill Bryan
 Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By.....Citizens Bcstg. Co.
 Business-Studio Address...Liberty Bank Bldg.
 Phone: CE. 2-6367.....Air Time: Daytime
 News Service.....AP
 Representative.....Rambeau
 Membership.....NARTB
 General Manager.....Eddie Peck
 Sales Manager.....Tommy Tatum
 Program Director.....Ozzie Johnson

WKY—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
 Membership.....NARTB
 Pres., Gen. Mgr.....E. K. Gaylord
 Station Manager.....P. A. Sugg
 Comm. Manager.....John Moler
 Director Operations.....Paul Brawner
 Asst. Sta. Manager.....E. B. Dodson
 Public Relations Mgr.....Wally Kinnan
 Chief Engineer.....H. I. Lovell

KHBC—Okmulgee—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Okmulgee Bcstg. Corp.
 Business Address.....Times Bldg.
 Phone: 3646.....Air Time: Full Time
 Newspaper Affil.....Times
 News Service.....AP
 President.....Don Reynolds
 Station Manager.....Randall McCarrell
 Program Director.....Eddie Webb
 Comm. Manager.....Marvin Hull
 Sls. Prom. Manager.....Bob Lewis
 Publicity Director.....Betty Lee
 Chief Engineer.....Hal Cochran

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
 Phone: 1470.....Air Time: Daytime

Transcription Service.....Thesaurus
 Representative.....Hil F. Best
 President.....James T. Jackson
 General Manager.....Jim Gray
 Comm. Manager.....Don Reynolds
 Chief Engineer.....George Rountree

WBBZ—Ponca City—1928
MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ponca City Pub. Co.
 Address.....Third & Cleveland
 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.....L. A. Wilson
 Prog. Dr.....William G. Maugans
 Chief Engineer.....Chuck Chaney

KLCO—Poteau—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw. d.
 Owner.....R. B. & Bernice Bell
 Address.....Box 511
 Phone: 660.....Air Time: Daytime
 News Service.....AP
 President, Gen. Manager.....R. B. Bell
 Program Director.....Jim Gordon
 Chief Engineer.....Calvin Colpton

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.....P. O. Box 2059
 Phone: 4390.....Air Time: Full Time
 News Service.....AP
 Newspaper Affiliation.....Stauffer Publ., Inc.
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Oscar S. Stauffer
 Gen., Sta. Manager.....William A. Weaver
 Comm. Manager.....Jeral C. Ziegler
 Publicity Director.....D. F. Bays
 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

Phone: 1831.....Air Time: Daytime
 Newspaper Affiliation.....NewsPress
 Transcription Service.....World
 Sta. Rep.....Clark
 Gen. Mg., Program Director.....J. R. Bellatti
 Comm. Manager.....Earl Newson
 Chief Engineer.....Paul McCollum

KAKC—Tulsa—1946

Freq: 970 Kc...Power: 100 W. d., 500 W. n.
 Owned-Oper. By.....Public Radio Corp.
 Bus.-Studio Address.....910 S. Boston
 Phone: LUther 7-2401...Air Time: Full Time
 Pres., Gen. Manager.....F. G. Conley
 Station Manager.....L. V. Eck
 Sales Executive.....K. L. King

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
 Representative.....Pearson
 President.....Fred Jones
 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
 Representative.....Gill-Perna
 Membership.....RAB, NARTB
 President.....John E. Brown Jr.
 General Manager.....E. William George
 Comm. Manager.....C. W. Grim, Jr.

KRMG—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: 4-4291.....Air Time: Full Time
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Harrington Wimberly
 Gen., Comm. Manager.....Frank S. Lane
 Prog., Pub. Director.....Keith Bretz
 Chief Engineer.....William H. Bradley

KTUL—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.....World
 Representative.....Avery-Knodel
 President.....John T. Griffin
 V.P. & Gen. Mgr.....L. A. Blust, Jr.
 Station Manager.....James R. Walker
 Sls. Prom. Manager.....Robert C. Meade
 Program Director.....Karl Janssen
 Chief Engineer.....Robert Snider

KVOO—Tulsa—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By...Southwestern Sales Corp.
 Bus.-Studio Address...Philtower Bldg.
 Phone: CHerry 2-3281 Air Time: Full Time
 Transcription Service...Standard
 News Service...INS
 Membership...RAB
 Representative...Edward Petry
 Exec. Vice-Pres...H. C. Stuart
 General Mgr...G. K. Brandborg

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc. Power: 500 Watts
 Owned-Oper. By...J. Adams & J. Mahoney
 Business Address...601 South Foreman
 Phone: 407 Air Time: Daytime
 News Service...UP
 Presidents...John Adams, John Mahoney
 Gen. Mgr., Ch. Engineer...Jim Egbert
 Comm. Manager...Gladys Purdy
 Sls. Prom. Manager...Ted Shearer
 Program Director...Jackie Johnson

**KWSH—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, Rintoul & McConnell
 President...Dr. C. C. Morris
 V.P., General Manager...Bill Hoover
 Station Manager...Pat Murphy

KSIW—Woodward—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Woodward Bcstg. Co.
 Address Trans. Loc...22nd & Cedar Sts.
 Phone: 1450 Air Time: Full Time
 News Service...AP
 Trans. Service...Lang-Worth, Thesaurus
 Membership...NARTB, RAB
 Representative...Pearson
 Pres., Gen. Mgr...Edward A. Ryan
 Program Director...Lenora W. Ryan
 Chief Engineer...Francis R. Bery

OREGON

Pop. Feb. 1, 1956 (Est.) 1,680,000—Families 555,000
 Radio Homes 535,000—TV Homes 321,351—Stations in State 56

**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
 Corvallis Manager...Bob Cornell
 Comm. Manager...Warren Stoffer
 Sales Prom. Manager...Duane Coker
 Prog., Pub. Director...Ken Burford
 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...1066 W. Marine Dr.
 Phone: 95 Air Time: Full Time
 News Service...UP
 Transcription Service...Standard
 Representative...Moore-Lund, Ayres
 Membership...RAB
 Manager...R. D. Holmes

KVAS—Astoria—1952

Frequency: 1230 Kc. Power: 250 Watts
 Owned...Lower Columbia Bcstg. Co., Inc.
 Address...1418 Commercial St.
 Phone: 3320 Air Time: Full Time
 News Service...UP
 Representative...Moore, Holman
 Pres., Gen. Mgr...A. L. Capstaff
 Station Mgr...T. R. Williams
 Program Director...Neil W. Sargent
 Chief Engineer...Jay Erisman

KBKR—Baker—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Oregon Trail Bcstg. Co.
 Bus.-Studio Address...2030 Auburn Ave.
 Phone: JAcKson 3-4431 Air Time: Full Time
 Station Rep...Grant, Moore & Lund
 Membership...BMB
 General Manager...Kenneth B. Lockwood

**KBND—Bend—1937
 MBS-DON LEE**

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 ServiceUP
Transcription ServiceWorld
Representative.....W. S. Grant, Moore-Lund
Membership.....NARTB
Pres., Gen. Mgr., Pub. Dir....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.....Box 777
Phone: Congress 7-2121.....**Air Time:** Full Time
News ServiceUP
Representative.....Moore-Lund
Membership.....RAB, NARTB
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Station Manager.....William Cook
Publicity Director.....Albert Zack, Jr.
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 ServiceUP
Transcription ServiceWorld
Representative.....Moore-Lund
President.....W. E. Walsh
General Manager.....Lynn C. Thomas
Comm. Manager.....Don E. Robinett
Program Director.....Don Anderson
Chief Engr......Drew Walker

KCOV—Corvallis—1954

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned.....Midland Bcstg. Co.
Address.....Box 689
Phone: Pl 3-6395.....**Air Time:** Full Time
News ServiceUP
Rep......Everett-McKinney, Moore & Lund
President.....Lee Bishop
Gen., Sta. Manager.....Frank Flynn
Comm. Manager.....T. G. Carlson, Jr.
Chief Engineer.....H. G. Short

KRUL—Corvallis—1947

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address.....1221 So. 15th St.
Phone: Plaza 3-3322.....**Air Time:** Full Time
News ServiceAP
Representative.....McGillvra
Transcription Service.....Capitol, SESAC
President.....Fred T. Haley
Gen., Comm. Mgr......Douglas Setterberg
Program Director.....Hal Wehmeier
Chief Engineer.....Don Peltz

KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606

Phone: 1400.....**Air Time:** Full Time
News ServiceUP
Membership.....NARTB
Gen., Sta. Manager.....Orlo Bagley
Sls. Prom. Manager.....Jack Naff
Program Director.....Robert McCreery
Chief Engineer.....James Bradley

**KODL—The Dalles—1940
 ABC-KBS**

Frequency: 1440 Kc.....**Power:** 1 Kw.
Owned-Oper. By.....Western Radio Corp.
Representative.....Feltis & Assocs., Ayres
President.....V. B. Kenworthy
Station Manager.....Paul E. Walden

KRMW—The Dalles—1955

Frequency: 1300 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Radio Mid-Columbia, Inc.
Address.....209 E. Second St.
Phone: CYPress 6-9661.....**Air Time:** Daytime
News ServiceUP
Transcription ServiceLang-Worth
Representative.....Hil F. Best, Moore & Lund
Pres., Gen., Sta. Manager.....Chester J. Stuart
Comm., Sls. Prom. Mgr......Harold L. Newhouse
Program Director.....Gerald K. Webb
Publicity Director.....F. L. Phillips, Sr.
Chief Engineer.....Roland V. Stuart

KPLK—Dallas—1955

Frequency: 1460 Kc.....**Power:** 500 Watts
Owned-Oper. By.....Polk County Bcstgs., Inc.
Address.....Rt. 1, Box 399 A
Phone: MAYfair 3-2342.....**Air Time:** Daytime
News ServiceAP
President.....Leland Tucker
Gen., Comm. Mgr......E. C. McElroy, Jr.
Program Director.....George B. Smith
Chief Engineer.....George W. Morrison

KASH—Eugene—1947

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
Representative.....Cooke, West Coast Sales

KERG—Eugene—1949—CBS

Freq: 1280 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Phone: Diamond 5-4304.....**Air Time:** Full Time
News ServiceAP
Newspaper Affiliation....."Register-Guard"
Trans. Service.....Columbia Masterwks., World
Representative.....Weed & Co.
Membership.....NARTB, RAB
President.....Alton F. Baker
Gen., Sta. Mgr......L. W. Trommlitz
Comm. Manager.....Robert Fulton
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir......Clifton Cole
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 Viken

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, Cox, Feltis
Membership.....NARTB, RAB
Station Manager.....Carl Fisher

KRWC—Forest Grove—1950

Frequency: 1570 Kc. Power: 1 Kw. 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., Sta. Mgr., Eng.....I. V. Schmidtke
Comm., Sls. Prom. Mgr....Clarence S. Sherman
Prog. Director.....Frederick I. Egger
Pub. Director.....Eleanor L. Schmidtke

KUIN—Grants Pass—1939
MBS

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, McGregor
Representative.....W. S. Grant
Membership.....NARTB, RAB
President.....A. E. Voorhies
Secretary-Treasurer.....Wm. B. Smullin
Station Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KRTV—Hillsboro—1954—KBS

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By.....Tuculatin Valley Bcstrs.
Address.....155 S. Second
Phone: 9300.....Air Time: Daytime
News Service.....AP
Transcription Service.....Capitol, Lang-Worth
Representative.....Moore & Lund
President.....Harold C. Singleton
General Manager.....John A. Luetjen

Comm. Manager.....Wally Cooper
Sales Prom. Manager.....Dick McLaughlin
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
Representative.....W. S. Grant, Moore-Lund
Membership.....NARTB
Station Mgr.....Alan K. Abner
Comm. Manager.....Robert Bartlett

KFLW—Klamath Falls—1946
ABC-CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....Everett-McKinney, Cox, Feltis
Membership.....NARTB, RAB
General Manager.....Bud Chandler
Commercial Manager.....Floyd Wynne

KLAD—Klamath Falls—1955

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By.....K-Lad Broadcasters
Address.....Midland Rd.
News Service.....AP, UP
Gen., Comm. Manager.....Phil Jackson
Chief Engineer.....Bill Hansen

KLBM—La Grande—1938
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Inland Radlo, Inc.
Address.....Box 907
Phone: 2201.....Air Time: Full Time
News Service.....UP
Transcription Service.....Standard
Representative.....Moore & Lund, Grant
Membership.....NARTB
President.....Gordon Capps
Gen., Sta., Comm. Manager.....Ken Lillard
Program Director.....Judy Holman
Sls. Prom. Manager.....Dick Cain

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By: Linn County Bcstrs., Inc.
Address: P. O. Box 387
Phone: Alpine 8-2134 Air Time: Full Time
News Service AP
Station Rep. Holman, Felts
Pres., Gen. Manager W. Gordon Allen
Sls. Prom. Manager C. W. Peck
Commercial Manager Don Wellman
Sta. Mgr., Pub. 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 UP
President Jack B. Bladine
Gen., Sta., Comm., Prog. Dir. G. Branson
Chief Engineer Edwin Nuhring

KBOY—Medford—1954

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: K-BOY Bcstrs.
Address: P. O. Box 1109
Phone: 3-5355 Air Time: Daytime
News Service AP
Membership NARTB
Partner, Gen. Manager C. E. Wilson
Prom. Mgr., Pub. Dir. Frank Pinnock
Comm. Manager W. H. Hansen
Chief Engineer Charles Field

KMED—Medford—1922—NBC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: Radio Medford, Inc.
Address: P. O. Box 1306
Phone: 2-4000 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Station Representative Meeker Assoc.
Membership NARTB
President Vern Robinson
General Manager Ray Johnson
Comm. Manager Gene Barlow
Program Director Russ Jamison
Chief Engineer Don Smith

**KYJC—Medford—1947
ABC-CBS**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Medford Printing Co.
Trans. Address: Barnett Rd.
Phone: 2-5277 Air Time: Full Time
News Service UP
Newspaper Affiliation Mail Tribune
Representative Grant, Cox

Transcription Service Lang-Worth
Membership NARTB
President Robert W. Ruhl
Gen., Sta., Prom. Mgr. Jimmy Dunlevy
Comm. Mgr. Tom MacLeod
Program Director John Nelson
Chief Engineer Vic Califf

KNPT—Newport—1948

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By: Yaquina Radio, Inc.
Business Address: 1940 N. Coast Hwy
News Service UP
Rep. Ayres, Moore & Lund, Continental
President Tom R. Becker
Vice-President A. H. Becker
Secretary-Treasurer Hal Shade
Comm. Manager Leonard Epling

**KFIR—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, Felts
Membership NARTB
Owner, President Josephine Edwards
Gen., Sta. Manager John Tasnaday
Comm. Manager William Jones
Program Director Harley Youngblood
Publicity Director Marijane Carp
Chief Engineer Arthur Schuidt

KBCH—Oceanlake—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Lincoln Electronics, Inc.
Address: Box 368
Phone: 3891 Air Time: Full Time
Representative Moore & Lund
News Service UP
President Robert G. Beattie
Station Manager Pat Mason
Program Manager Willard L. Guthrie

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Oregon Trail Network
Address: Box 540
Representative Grant, Moore & Lund
General Manager Gordon L. Capps

KCON—Oregon City—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bcstrs.
Business Address: Box 5711
Phone: Olive 4-5475 Air Time: Full Time
News Service UP
Trans. Ser. World, Associated, Standard
Rep. Robt. Meeker, Moore-Lund, Paschall
Membership NARTB, RAB
Program Director Sonora B. Hoffman
Staff Consulting Eng. Wm. R. Watson

KUMA—Pendleton—1955

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Pendleton Broadcasters
Address.....P. O. Box 606
Representative.....Meeker, Moore & Lund
Manager.....Ted A. Smith
Sales Manager.....Herb Everitt

**KWRC—Pendleton—1941
ABC**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Representative.....Feltis, Cox, Ayres
President.....V. B. Kenworthy
Station Manager.....John Webb

KEX—Portland—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone: CApital 2-1881 Air Time: Full Time
News Service.....UP, INS
Membership.....RAB
Station Rep.....Peters, Griffin, Woodward, Inc.
President.....D. H. McGannon
Station Manager.....J. B. Conley
Commercial Manager.....R. E. Rudolph
Sls. Prom. Manager.....A. H. Christenson
Program Director.....Mel Bailey
Chief Engineer.....Jack Erwin

KGW—Portland—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs, Inc.
Bus.-Studio Address.....409 S.W. 13th
Phone: CA 3-6364 Air Time: Full Time
News Service.....AP, UP
Representative.....John Blair
Membership.....NARTB, RAB
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

KOIN—Portland—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstg. Corp.
Business Address.....140 S.W. Columbia
Phone: CA 8-3333 Air Time: Full Time
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....CBS, Spot Sls.
Membership.....NARTB, RAB
President.....Ted Gamble
Gen., Comm. Mgr.....Harry H. Buckendahl
Promotion Director.....Robert McGill
Program Manager.....Willard Mears
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM—Portland—1946

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone: CApital 8-0106 Air Time: Daytime
News Service.....AP
Membership.....NARTB
Trans. Service.....Associated, SESAC
Pres., Sta., Gen. Comm. Mgr.....S. M. Gourd
Sales, Prom. Mgr.....James R. Hampton
Program Director.....Jim McGuire
Chief Engineer.....Gordon R. Larson

KPDQ—Portland—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
Phone: CA 2-9209 Air Time: Daytime
Representative.....Webb
President.....Jack W. Davis
Program Director.....Mark Fidler
Chief Engineer.....Don Wilkinson

**KPOJ—Portland—1923
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.....Avery-Knodel
Membership.....NARTB, RAB
President.....Wm. W. Knight
General Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Sls. Prom. Manager.....Alan Hicks
Program Director.....Jack Moys
Chief Engineer.....Richard R. Pooley

KWJJ—Portland—1925

Frequency: 1080 Kc. Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 8th Ave.
Phone: CApital 8-4393 Air Time: Full Time
News Service.....INS
Representative.....Burn-Smith, McGawen
Membership.....NARTB
Pres., Gen. Manager.....Rod F. Johnson
Comm. Mgr.....Ben T. Crosby
Sales Prom. Manager.....Robert Kingsley
Prog. Dir.....Jerry Speerstra
Chief Engineer.....Les Windes

KXL—Portland—1926

Frequency: 750 Kc. Power: 10,000 Watts
Owned-Oper.....Mt. Ranier Radio & TV Bcstg. Co.
Business-Studio Address.....Box 5886
Phone: OLive 4-6558 Air Time: Daytime
News Service.....AP
Gen. Manager.....H. S. Jacobson
Sls. Prom. Manager.....Wally Rossman
Program Director.....Ric Thomas
Chief Engineer.....Len Garrett

KRCO—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: Daytime
 Membership RAB
 Trans. Serv. Thesaurus
 Representative Best, La Fontese
 News Service UP
 Pres., Co-Manager Norbert A. Miksks
 Program Manager Bob Angel
 Sec'y.-Treas. Co-Mgr. C. R. Matheny

KJUN—Redmond—1952
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Juniper Bcstrs., Inc.
 Address P. O. Box 1240
 Phone: 234 Air Time: Full Time
 Representative Gill-Perna, Inc.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Pres., Gen., Comm. Mgr. F. G. Lieser
 Business Manager Patricia Lieser
 Prom. Manager Don Briggs
 Prog. Dir., Chief Eng. Carlton Currie

KRRR—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. Manager Bud Chandler
 Commercial Manager Aaron Boe

KRXL—Roseburg—1950
 MBS-Don Lee

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Umpqua Bcstrs., Inc.
 Address P. O. Box 847
 Phone: 3-4464 Air Time: Full Time
 News Service UP
 Trans. Service World
 Membership NARTB
 Representative Cox, Feltis, Moore
 Sta., Comm. Manager Iris Rice Helliwell
 Program Director Del McKay

KYES—Roseburg—1955

Frequency: 950 Kc. Power: 1 Kw. d.
 Owned-Oper. By Douglas Bcstrs., Inc.
 Address P. O. Box 1138
 Phone: ORchard 3-6678 Air Time: Daytime
 President Leroy Hiatt

KGAE—Salem—1952

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By KGAE, Inc.
 Address Box 768
 Phone: 3-7121 Air Time: Daytime
 News Service UP
 Transcription Lang-Worth
 Station Rep. Holman
 Membership NARTB
 President, Pub. Dir. W. Gordon Allen
 Gen., Sta. Manager Earle Headrick
 Program Director Jean McLean
 Comm. Manager Robt. Morse
 Chief Engineer Ken Vancil

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
 Representative William G. Rambeau
 Gen. Mgr. Loring Schmidt
 Program Director Carl Ritchie
 Chief Engineer Bruce Fountain

KSLM—Salem—1934—MBS

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, Lang-Worth
 Membership RAB, NARTB
 President, Gen. Mgr. Glenn McCormick
 Station Manager Dave Hoss
 Sales Prom. Mgr. Bill Ross
 Comm., Sls. Prom. Mgr. Red Smith
 Prog., & Publicity Director Herb Johnson
 Chief Engineer Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc. Power: 1 Kw.
 Owned KEED, Inc.
 Address P. O. Box 696
 Phone: 5-0163 Air Time: Daytime
 News Service UP
 Station Rep. Hal Holman
 Pres., Gen. Mgr. Glen M. Stadler
 Station Manager Helene N. Stadler
 Comm. Manager A. L. Anderson
 Sls. Prom. Manager Walter A. Stadler
 Program Director J. Robert Litten
 Publicity Director Rodney V. Louden
 Chief Engineer Robert Kennedy

KTIL—Tillamook—1947

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

WAEB—Allentown—1949

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 Manager.....S. Robert Ackley
Comm. Manager.....J. Riepensell
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.....Thesaurus
Representative.....Raymer
Membership.....NARTB
President.....Charles G. Helwig
Gen., Sta., Comm. Mgr.....James F. Chambers
Sales Prom. Mgr.....Jay Bechtel
Program Dir.....Willard Camperson
Publicity Dir.....Howard Frank
Chief Engineer.....Gerald B. Werst

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WKAP, Inc.
Bus-Studio Address.....P. O. Box 689
Phone: Hemlock 3-3166...Air Time: Full Time
News Service.....AP
Representative.....Weed
President.....N. J. Rahall
Sta., Gen. Mgr.....O. R. Davies
Prog. Dir.....Marshall S. Cleaver
Sales, Prom. Manager.....D. L. Jones

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.
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....Headley Reed
Membership.....NARTB, RAB
Gen., Prom. Manager...B. Bryant Musselman

WFBG—Altoona—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Triangle Pubs.
Address.....1320 11th Ave.
Phone: 4-2031.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....H-R Reprs., Inc.
Membership.....NARTB
President.....W. H. Annenberg
General Manager.....R. W. Clipp
Managing Dir.....John M. Snyder
Publicity Dir.....Ellen DeFiore
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
Pres., Sls. Prom. Mgr.....Roy F. Thompson
Sta., Comm. Mgr.....William Clear
Program Director.....Dorothy M. Thompson
Publicity Director.....Marge Griffith
Chief Engineer.....Al Merritts

WVAM—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.
Gen. Mgr., Prog. Director.....Will Ketner
Comm. Manager.....Will Union

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address.....Press & Radio Bldg.

wkap - - ALLENTOWN, PA.

"Oggie" Davies
General Manager

WFEA . . . in Manchester, N. H.
WWNR . . . in Beckley, W. Va.
WNAR . . . in Norristown, Pa.

Joe Rahall
President
RAHALL GROUP

Phone: GOver 2-3921. Air Time: Daytime
News Service UP
 Transcription Service. SESAC, World
 Gen., Comm. Manager. E. J. Kroen
 Business Manager A. J. West
 Program Director. Silas West

WNCC—Barnsboro—1950
KBS

Frequency: 950 Kc. Power: 500 Watts d.
 Owned-Oper. By. No. Cambria Bcstrs.
 Address Box 277
 Phone: 1010. Air Time: Daytime
 Transcription Service World
News Service UP
 Membership RAB
 Program Director. William R. Raihall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. WBVP, Inc.
 Business-Studio Address. 1216 Seventh Ave.
 Phone: 4100. Air Time: Full Time
News Service. UP, AP
 Transcription Service. Standard, Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. Frank R. Smith, Jr.
 Comm., Sta. Mgr. Thomas B. Price
 Program Director. Charles H. Wilson
 Sls. Prom., Pub. Dir. Jean E. Biggard
 Chief Engineer. Andy Sivak

WBFD—Bedford—1955—KBS

Frequency: 1310 Kc. Power: 1 Kw. d.
 Owned-Oper. By. The Inquirer Printing Co.
 Address 130 S. Juliana St.
News Service UP
 President John Biddle
 General Manager. Hugo K. Frear
 Station Manager. Robert S. Harrison, Jr.

WGPA—Bethlehem—1946

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By. The Bethlehem Globe
 Bus-Studio Address. 428 Brodhead Ave.
 Phone: University 6-8074. Air Time: Daytime
News Service UP
 Newspaper Affil. Bethelhem 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

WCNR—Bloomsburg—1946

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned. The Columbia-Montour Bcstg. Corp.
 Bus-Studio Address 38 W. Main St.
 Phone: STerling 4-1200. Air Time: Daytime
News Service AP
 Transcription Service Thesaurus

Membership NARTB
 Gen., Comm. Manager. Ed Darlington
 Chief Engineer. Robert Fulton

WHLM—Bloomsburg—1948

Frequency: 550 Kc. Power: 500 Watts
 Owned Bloom Radio
 Address: 107 W. Main St.
 Phone: STerling 4-5500. Air Time: Full Time
News Service AP, UP
 Transcription Service. Lang-Worth, World
 Representative Raymer
 Membership. NARTB, RAB
 President. Harry L. Magee
 Gen., Sta. Mgr. Robert R. Williams
 Commercial Mgr. Pat Campbell
 Sales Prom. Mgr. Ray Calabrese
 Program Dir. Dale Fulmer
 Publicity Dir. Paisy O'Brien
 Chief Engineer. Anthony Hogg

WLOA—Braddock—1947
KBS

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
 Pres., Gen., Sta. Mgr. William G. Matta
 Commercial Manager. George Matta
 Sls. Prom. Manager. Mario Bidese
 Publicity Director. Tom Powers
 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
 Trnscription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB
 Gen., Sls. Prom. Mgr. J. M. Cleary
 Comm. Mgr., Pub. Dir. Frederick P. Tascone
 Program Dir. William Winn
 Chief Engineer. Dean Merry

WBUT—Butler—1949

Frequency: 1050 Kc. Power: 250 Watts
 Owned-Operated By. WBUT, Inc.
 Address Mcquistion Rd.
 Phone: 75-778. Air Time: Daytime
News Service. AP
 Station Representative. Gill-Perna, Inc.
 President. J. Patrick Beacom
 Gen., Sta., Comm. Dir., Eng. G. 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
News ServiceUP
 President.....Joel W. Rosenblum
 General Manager.....Robert Kaufman
 Comm. Manager.....J. Victor O'Brien
 Program Director.....Warren Ihlenfeld
 Chief Engineer.....Paul Rex

WCDL—Carbondale—1950
KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.
 Address.....127 Salem Rd.
 Phone: Carbon 1230.....Air Time: Full Time
News ServiceUP
Transcription ServiceWorld
 RepresentativeDonald Cooke, Inc.
 PresidentWilliam H. Ware
 Gen., Sta. Manager.....A. P. Perry
 Comm., Sis. Prom Mgr.....P. J. Oles
 Prog., Pub. Director.....T. A. McDonough
 Chief Engineer.....Walter F. Rude

WHYL—Carlisle—1952—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. R. F. Lewis, Jr., of Carlisle, Inc.
 Business Address.....Holly Pike
 Phone: 1785.....Air Time: Daytime
News ServiceUP
MembershipNARTB
 President.....Richard F. Lewis, Jr.
 Gen., Sta., Comm. Mgr.....Winslow T. Porter
 Prog. Dir.....C. H. Morse
 Publicity Director.....Jack Stelling

WCHA—Chambersburg—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Chambersburg Bcstg. Co.
 Bus. Studio Address.....Craft Press Bldg.
News ServiceAP
Transcription ServiceThesaurus, Standard
 RepresentativeForjoe
 General Manager.....John S. Booth
 Station Manager.....Earl P. Strine

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 ServiceAP
 RepresentativeClark
Transcription ServiceThesaurus
 President.....Dr. A. S. Sickman
 Gen. Mgr.....C. R. Duvall
 Program Dir.....George Galley

WDRF—Chester—1947

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Oper. By Eastern Bcstg. Co., Inc.
 Business Address.....Middletown Rd.
 Phone: CHester 4-4321.....Air Time: Full Time
News ServiceUP
 General Manager.....Cy Swingle

Program Director.....Del Parks
 Publicity Director.....M. F. Griffith
 Chief Engineer.....Harry Simington

WVCH—Chester—1948

Frequency: 740 Kc.....Power: 1 Kw. d.
 Owned-Operated By James M. Tisdale
 Bus. Studio Address...Wolf Bldg., Market Sq.
 Phone: Chester 2-8861.....Air Time: Daytime
News ServiceUP
 Station Rep.Webb
MembershipNARTB, RAB
 General Manager.....James M. Tisdale
 Comm. Manager.....Martin Peltzman

WCPA—Clearfield—1947
KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Clearfield Bdcsters, Inc.
 Address215 Church St.
 Phone5-5541
 Newspaper Affiliation...Clearfield Progress
News ServiceUP
Transcription Service.....Lang-Worth
MembershipNARTB
 President.....W. K. Ulerich
 General Manager.....W. J. Thomas
 Sta., Comm., Sis. Prom. Mgr...Joseph Milsop
 Program Director.....Margaret Nemeth
 Chief Engineer.....Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.

REACH THE
 INDUSTRIAL
SCRANTON
WILKES-BARRE
 MARKET
 FROM

WCDL

CARBONDALE, PA.

APRIL 1956

5,000 WATTS!!

ANTHONY P. PERRY, Gen. Mgr.
 See: DONALD COOKE, INC., N. Y.

Owned-Oper. By.....Chester Co. Bcastg. Co.
 Address.....809 E. Lincoln H'way
 Phone: 2100.....Air Time: Full Time
 Transcription Service.....Standard
 News Service.....UP
 Membership.....NARTB
 President, Chief Eng.....Louis N. Seltzer
 General Manager.....William S. Halpern
 Comm., Prom. Mgr.....Donald James

WCVI—Connellsville—1947
KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Connellsville Bcstrs., Inc.
 Business-Studio Address.....Hetzel Bldg.
 Air Time.....Full Time
 General Manager.....W. W. Robinson
 Program Director.....Mary F. Rich

WOTR—Corry—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts
 Air Time.....Daytime
 Address.....Corry Savings & Loan Bldg.
 Phone: 3-6611.....Air Time: Daytime
 News Service.....AP
 Transcription.....Standard
 President.....Olivia T. Rennekamp
 General Manager.....Kenneth E. Rennekamp
 Station Manager.....John Wellenhofer
 Commercial Manager.....Paul Carlson
 Sales Promotion.....Jack Carr
 Program Director.....Howard Bycroft
 Publicity Director.....Guy R. Davis
 Chief Engineer.....David E. Hubertz

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Farm & Home Bcastg. Co.
 Address.....9 N. Main St.
 Phone: 2113.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....World
 President.....C. H. Simpson
 General Manager.....John A. Fay
 Sta. Mgr., Prog. Dir.....R. F. Bennett
 Commercial Mgr.....James F. Ponder
 Sales Prom. Manager.....Richard Palmere
 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.
 Phone: 220.....Air Time: Daytime
 Transcription Service.....World
 Membership.....NARTB, RAB
 Representative.....Indie Sales, Inc.
 Gen., Comm. Mgr.....William A. Lynch

WCED—Dubois—1941—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tri-County Bcastg. Co.

Business-Studio Address.....30 N. Park Pl.
 Representative.....McGillivra
 General Mgr.....Jason S. Gray

WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Bcstrs., Inc.
 Bus. Studio Address.....516 Northampton St.
 Phone: 6131.....Air Time: Full Time
 News Service.....AP, UP
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Exec.....Clair R. McCollough
 Station Manager.....Theodore W. Pierce
 Nat'l. Sales Manager.....J. Robert Gulick
 Program Director.....Eugene Bethman
 Technical Director.....J. E. Mathlot

WEMR—Emporium—1954

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Oper. By.....Kenneth E. Rennekamp
 Address.....513-15 Berger Bldg., Pittsburgh
 Phone: AT 1-1365.....Air Time: Full Time
 News Service.....AP
 Transcription.....Standard
 President, Gen. Mgr.....K. E. Rennekamp
 Station Manager.....James Agnello
 Commercial Manager.....Richard Rosse
 Prog., Pub. Director.....O. T. Rennekamp
 Chief Engineer.....Richard Roeder

WGSA—Ephrata—1955—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Garden Sport Bcstrs.
 Address.....Box 419
 Co-Managers.....Samuel R. Youse, George Kienzle

WERC—Erie—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.
 Owned by.....Presque Isle Bcastg. Co.
 Address.....121 West 10th St.
 Phone: 4-6367.....Air Time: Full Time
 News Service.....UP
 Station Representative.....Weed
 Transcription.....Capitol, Lang-Worth
 President.....Jacob A. Young
 Gen. Mgr.....Arthur M. Ingram
 Sales Manager.....Robert Yochim

WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Community Service Bcastg.
 Bus. Studio Address.....3514 State St.
 Phone: 23-248.....Air Time: Full Time
 Newspaper Affil.....Dispatch
 News Service.....AP
 Representative.....Petty
 President.....Edward Lamb
 Gen., Sta. Manager.....Ben McLaughlin
 Sls. Prom., Pub. Director.....Jack Shumaker
 Program Director.....Robert Lunquist
 Commercial Manager.....K. R. Nelson
 Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: "Jet" Bcstg. Co.
Address: 18th & Ash St.
Phone: 2-6741 Air Time: Full Time
Transcription Service: Standard
Representative: Forjoe
Membership: NARTB
Pres., Gen. Mgr.: Myron Jones
Commercial Manager: Lou Skelly

WLEU—Erie—1933
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned... Commodore Perry Bcstg. Ser. Inc.
Address: 12th & State Sts.
Phone: 22-129, 23-327 Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Station Rep.: Rambeau
Membership: NARTB
President: Own K. Murphy
General Manager: Philip B. Hirsch
Commercial Mgr.: James D. Brownyard

WFAR—Farrell—1954—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By: Sanford A. Schafitz
Address: Hoelzle Rd.
Phone: 4171 Air Time: Daytime
News Service: AP
President, Gen. Mgr.: Sanford A. Schafitz
Sta. Mgr., Prog. Director: A. Zippy
Commercial Manager: Arihur Simmers
Sales Prom. Manager: Ginger Rock
Publicity Director: Fred Cole

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

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: 3740 Air Time: Full Time
News Service: UP
Membership: NARTB
President: H. Kenneth Brennen
Gen., Sta., Comm. Mgr.: H. J. Brennan
Prog. Mgr.: Glenn Grayson
Chief Engineer: L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Operated By: Radio Hanover, Inc.
Address: Box 268
Phone: 3831 Air Time: Full Time

News Service: UP
Transcription Service: Standard
Membership: NARTB, RAB
Gen., Comm. Manager: John D. Bare
Program Director: Daniel E. Rutledge
Pub. Dir., Sales Prom. Mgr.: Ed John
Chief Engineer: Phillip Rohrbaugh

WCMB—Harrisburg—1948
MBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: Rossmoyne Corp.
Business-Studio Address: 228 Court St.
Phone: CE 4-3005 Air Time: Full Time
News Service: AP
Transcription Service: Thesaurus
Representative: Gill-Perna
President: Edgar T. Shepard, Jr.
General Manager: Ed K. Smith
Comm. Manager: Henry Traugh
Program Director: Ed. Gonzales
Chief Engineer: J. Howard Bair

WHGB—Harrisburg—1945
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Kendrick Bcstg. Co., Inc.
Bus. Studio-Trans. Address: 112 Market St.
News Service: AP
Transcription Service: Capitol
Representative: Pearson
Membership: NARTB
Pres., Gen., Sta., Sls. Prom. Mgr.: H. Kendrick
Program Director: Jack Hooper
Comm. Mgr.: Ralph Hartman
Publicity Director: Red McCarthy
Chief Engineer: William Kuntz

WHP—Harrisburg—1924
CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: WHP, Inc.
Business-Studio Address: Telegraph Bldg.
Phone: CE 4-3211 Air Time: Full Time
Representative: The Bolling Co.
Membership: NARTB
Gen.-Comm. Mgr.: A. K. Redmond
Sales Service Director: Beatrice Potteiger
Program Director: Dick Redmond

WKBO—Harrisburg—1922
NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Keystone Bcstg. Corp.
Bus. Studio Address: 31 N. Second St.
Phone: CE 4-0191 Air Time: Full Time
News Service: UP, AP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB
Station Executive: Clair R. McCollough
Station Manager: W. E. Garman
Natl. Sales Mgr.: J. Robert Gulick
Program Director: Thomas A. Weitzel
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 Service UP
Transcription Service World
Representative: Raul H. Raymer, Co.
Membership: NARTB, RAB
Pres., Gen. Sta. Mgr.: Victor C. Diehm
Program Director: Bill Graham
Publicity Director: Pepsia Karvounis
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. 7th Ave.
Phone: HO 1-0172 Air Time: Daytime
Newspaper Affil.: Courier
News Service UP
Representative: Forjoe
President: Anthony S. Ortale
Prom., Sta. Manager: 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
News Service UP
Trans. Ser.: SESAC, Lang-Worth
President: John H. Biddle
General Manager: William E. Germann

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 Service UP
Trans. Ser.: World
General Manager: W. J. Thomas
Station Manager: Jonas Termin
Program Director: C. C. Porter

WARD—Johnstown—1946
CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Central Bcstg. Co., Inc.
Address: 235 Franklin St.
Phone: 81-216 Air Time: Full Time
News Service UP
Transcription Service World
Membership: NARTB
Representative: Weed
V.P., Gen. Manager: G. D. Gartland
Station Manager: Steward W. Phillips

WCRO—Johnstown—1947
ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts

IN PENNSYLVANIA Vic RADIO PROFIT Diehm Says:

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need...

HAZLETON, PA. NBC-MBS

WHLM

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed \$25,000,000 you can't afford to pass up...

BLOOMSBURG, PA.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need...

ALLENTOWN, PA. CBS



WAZL WHOL WHLM WIDE WVDA

Hazleton, Pa. NBC-MBS Allentown, Pa. CBS Bloomsburg, Pa. Biddeford-Saco, Me. MBS-Yankee Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Owned-Oper. By.....Century Bcstg. Corp.
 Bus.-Studio Address.....Fort Stanwix Hotel
 Phone: 9-1187.....Air Time: Full Time
 Representative.....Radio-TV Reps
 General Manager.....John Pallottini

WJAC—Johnstown—1925
NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Inc.
 Bus.-Studio Address.....329 Main St.
 Phone: 51-262.....Air Time: Full Time
 Newspaper Affiliation.....Tribune
 News Service.....AP
 Representative.....Young
 Membership.....NARTB
 President.....W. W. Krebs
 Comm. Mgr.....Park Claycomb
 Prog. Dir.....Ronald J. Stephenson
 Chief Engineer.....Theodore E. Campbell

WADP—Kane—1954—KBS

Frequency: 960 Kc.....Power: 500 Watts
 Owned.....Northern Allegheny Bcstg. Co.
 Address.....Penn-Kane Hotel
 Phone: 1520.....Air Time: Daytime
 News Service.....AP
 Transcription.....Thesaurus
 President, Gen. Mgr.....David Polter
 Station Manager.....Raymond Barlow
 Comm. Sls. Prom. Manager.....Dick Feit
 Prog. Director.....Jack Sandstrom
 Chief Engineer.....John Nordine

WACB—Kittanning—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned.....Armstrong County Bcstg. Corp
 Bus.-Studio Address.....325 Market St.
 Phone: 43-1381.....Air Time: Daytime
 News Service.....AP
 Station Rep.....Rambeau
 Membership.....NARTB, RAB
 President.....S. W. Pruett
 V. Pres., Gen Manager.....Charles M. Erhard
 Sta. Mgr., Prog. Director.....H. H. Stoops
 Commercial Mgr.....William C. Frederick
 Chief Engineer.....Robert Chemelli

WGAL—Lancaster—1922
NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WGAL, Inc.
 Business-Studio Address.....8 W. King St.
 Phone: 7-5251.....Air Time: Full Time
 News Service.....AP, UP
 Membership.....NARTB
 Representative.....Robert Meeker
 President.....Clair R. McCollough
 Nat. Sales Mgr.....J. Robert Gulick
 Sta., Prog. Manager.....Kenneth Kreider
 Technical Director.....J. E. Mathiot

WLAN—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
 Representative.....Headley-Reed
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Frank H. Altdoerffer
 Station Manager.....S. M. Altdoerffer
 Commercial Mgr.....Stanley Baker
 Pub., Sls. Prom. Director.....R. O. Welsh
 Prog. Director.....Karl Scheying
 Chief Engineer.....Ramon Sherman

WLSH—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: Daytime
 Representative.....Everett-McKinney
 President.....Joseph L. Maguire
 Station Manager.....John W. Angus

WAKU—Latrobe—1951

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Clearfield Bcstrs. Inc.
 Address.....Clearfield, Pa.
 Phone: Keystone 7-7744.....Air Time: Daytime
 Newspaper Affil.....Clearfield Pub. Co.
 President.....W. K. Ulerick
 General Manager.....W. J. Thomas
 Sta., Comm. Mgr.....W. A. Koerbel
 Chief Engineer.....Manuel Alvarez

WLBR—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
 Membership.....NARTB
 President.....H. Raymond Stadium
 Managing Director.....Lester P. Eitter
 Comm. Manager.....Philip J. Reilly
 Program Director.....H. P. Van Voorhis
 Chief Engineer.....M. Leonard Savage

WKVA—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
 Pres., Sta., Gen. Mgr.....Robert L. Wilson
 Comm. Manager.....G. T. Hepburn
 Sales Prom. Manager.....Robert Hyle
 Pgm. Dir.....Lynn Bloom
 Publicity Dir.....Reed Gray
 Chief Engineer.....Robert Steltzer

WMRF—Lewistown—1941
NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Lewistown Bcstg. Co.
Business-Studio Address 5 W. Market St.
Phone: 6757 Air Time: Full Time
News Service AP
Representative Burn-Smith
Membership NARTB
President J. S. Woods
Gen., Sta., Comm. Mgr. T. W. Metzger
Sls. Prom. Manager Frank Troiani
Prog., Pub. Director James Keyes
Chief Engineer Kenneth Callahan

WBPZ—Lock Haven—1946
MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Lock Haven Bcstg. Corp.
Bus.-Studio Address 132½ E. Main St.
Air Time Full Time
News Service AP, UP
Trans. Service World, Lang-Worth
Representative McGillvra
Membership NARTB, RAB
Gen., Comm. Manager Harris Lipetz

WEDO—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 Air Time: Daytime
News Service AP
Transcription Thesaurus
Newspaper Affil. Hancock City, Courier
Membership NARTB, RAB
Trans. Service Thesaurus
Station Rep. Rambeau
Pres., Gen. Mgr. Edward J. Hirshberg
Sta. Mgr. Robert E. Badger
Prog. Director Charles Moyer
Publicity Director Sam Spatter
Chief Engineer Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Mon-Yough Bcstg. Co.
Business-Studio Address 516 Market St.
Phone: OR 8-8888 Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Representative Cooke
President, Gen. Mgr. Robert M. Cox
Comm. Manager Gene Kline
Operations Manager Sam Vidnovic
Program Director Pat Haley
Chief Engineer Charles White

WMGW—Meadville—1947
ABC

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By Meadville Bcstg. Serv., Inc.
Address 1st National Bank Bldg.
Phone: 46-723 Air Time: Full Time
News Service AP
Transcriptoin Service World
Membership NARTB
President H. C. Winslow
Gen., Sta., Comm. Sls. Prom. Mgr. R. Trace
Prog., Pub. Director James Strickler
Chief Engineer Eugene Phillips

WJUN—Mexico—1955

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By Juanita Perry Bcstg. Co.
Address Box 97
Phone: Mifflintown 64 Air Time: Daytime
Representative Burn-Smith
News Service AP
General Manager Thomas W. Metzger
Station Manager Rclph S. Parker

WMLP—Milton—1955

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By WMLP, Inc.
Address 220 Norland Ave., Chambersburg, Pa.
Owner John S. Booth

WHWL—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
Representative Forjoe
President Henry W. Lark
Station Manager Milton Laughlin
Operations C. R. Petrie, Jr.

WKST—New Castle—1938
MBS

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By WKST, Inc.
Address Cathedral Bldg.
Phone: Oliver 4-5501 Air Time: Full Time
News Service UP
Representative Everett-McKinney
President, General Mgr. S. W. Townsend
Station Manager Harley West
Comm. Manager G. E. McGary
Prog., Pub. Dir. Harry Reith
Chief Engineer Donald Dout

WKPA—New Kensington
1940

Frequency: 1150 Kc. Power: 250 Watts d.
Owned-Oper. By Allegheny-Kiski Bcstg. Co.
Business-Studio Address 810 Fifth Ave.
Phone: Edison 7-3588 Air Time: Daytime
News Service AP
Transcription Service World

Representative.....Continental Radio Sales
 President.....C. R. Cooper
 General Manager.....Melvin Goldberg
 Program Director.....Michel Felock
 Sls. Prom. Manager.....J. Hannan, Jr.
 Chief Engineer.....W. W. Neely

Commercial Mgr.....Vera Lupton
 Promotion Mgr.....Edward Erickson
 Program Director.....John Remus
 Chief Engineer.....James Saltzmann

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
 Owned-Operated By...Norristown Bcstg. Co.
 Bus.-Studio Address.....115 W. Main St.
 Phone: BRoadway 2-7600..Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 President.....N. Joe Rahall
 Gen. Mgr.....Ogden R. Davies
 Sta., Nat. Sls. Manager.....John M. Banzhoff
 Program Dir.....Bernard Brode
 Chief Engineer.....Anthony De Sola

WHAT—Philadelphia—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Independence Bcstg. Co.
 Address...Conshohocken & Windemere Aves.
 Phone: TRinity 8-1500...Air Time: Full Time
 News Service.....AP
 Representative.....Indie Sales
 Pres., Gen., Comm. Mgr. ..William A. Banks
 Station Manager.....Dolly Banks
 Sales Prom. Manager.....Len Stevens
 Prog. Director.....Charles O'Donnell
 Publicity Director.....M. Mason
 Chief Engineer.....Charles Lehmann

WKRZ—Oil City—1946
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.....Standard
 Pres., Gen., Sta. Mgr...Kenneth E. Rennekamp

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-TV Reps.
 President.....Paul F. Harron
 General Manager.....Edward D. Clery
 Sales Manager.....J. R. Mahoney
 Program Director.....Douglas Arthur
 Chief Eng.....George Hooper

WIBG

PHILADELPHIA



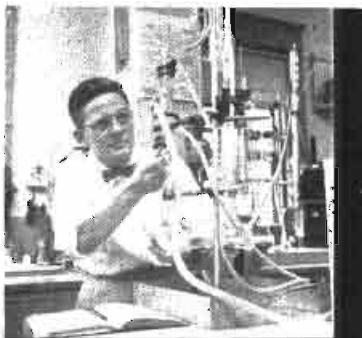
NATIONAL SPOT BUSINESS

AT OUR ALL-TIME
 HIGH — — AND
 WE'VE BEEN IN
 BUSINESS SINCE
 1925

Pennsylvania's Most Powerful Independent Station

10,000 WATTS of SPORTS, NEWS and MUSIC

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES



Du Pont Company, Wilmington



RCA Tube Division, Lancaster



U. S. Steel, Morrisville



Lehigh Portland Cement, Allentown



Seabrook Farms, Seabrook, N. J.

In Delaware Valley, U.S.A....

NOTHING SUCCEEDS LIKE SUCCESS

WFIL-TV, like the booming 30-county Delaware Valley U.S.A. which it saturates, is a modern success story without equal.

- Advertisers in Delaware Valley use WFIL-TV more than other Philadelphia stations—50% more than Station A, 70% more than Station B.
- WFIL-TV's unparalleled point-of-sale merchandising support in 3 great supermarket chains has increased food billings 387% in 4 years.
- Delaware Valley's most popular local programming is created by WFIL-TV, "BANDSTAND"; for instance, topped all competition since it began, October, 1952.
- Only the WFIL stations—in all of broadcasting—hold more than one Du Post Award—for community service.
- Respected advertisers like FORD ... ALKA SELTZER ... RCA ... ATLANTIC REFINING ... KELVINATOR use an annual average of 5% program hours per week on WFIL-TV—and have for the past 5 years.

The surest road to top sales in the teeming Delaware Valley, U.S.A. is WFIL-TV—proven competitively superior service to advertisers and community. NOTHING SUCCEEDS LIKE SUCCESS.



Channel 6

ABC-TV Affiliate • Represented by Blair-TV

RADIO & TELEVISION DIVISION / TRIANGLE PUBLICATIONS, INC.

WRCV—Philadelphia—1921
NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Company
Business-Studio Address.....1619 Walnut St.
Phone: LOcust 4-3700....Air Time: Full Time
News Service.....INS, UP
Representative.....NBC Spot Sales
Membership.....RAB, NARTB
President.....Robert W. Sarnoff
Vice-Pres., Gen. Mgr.....Lloyd E. Yoder
Asst. Gen. Mgr.....A. W. Dannenbaum
Program Director.....Stan Lee Broza
Chief Engineer.....Walter L. Nuss

WCAU—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
Pres., 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

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By.....Max M. Leon, Inc.
Address.....Belmont Ave. & Edgely Rd.
Phone: TRinity 8-2000....Air Time: Full Time
News Service.....AP
Representative.....Forjoe
Membership.....RAB
President.....Max M. Leon
General Manager.....Robert A. Klein
Program Director.....Jerry Grove
Merchandising Mgr.....Leon Fisher
Local Sls. Manager.....W. H. Vogt
Chief Engineer.....Frank W. Unterberger

WFIL—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
Gen. Sls. Manager.....K. W. Stowman
Promotion Mgr.....Joe Zimmermann
Program Dir.....Felix Meyer
Publicity Dir.....John J. Hyland
Chief Engineer.....Henry Rhea

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJMJ Bcstg. Corp.
Business-Studio Address.....2043 Locust St.
Phone: LOcust 4-2300....Air Time: Daytime
News Service.....AP
Transcription Service.....SESAC
Pres., Gen., Sta. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom., Pub. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Alec Felton Iles

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 Sylk
V.P., Gen. Mgr.....William B. Caskey
Asst. Sta. Mgr., Prog. Dir.....Murray Arnold
Local Sls. Manager.....J. E. Surrick
Gen. Sls. Manager.....Erwin Rosner
Prom. Mgr., Pub. Director.....S. Elber
Chief Engineer.....Charles W. Burfts

Nothing —
but nothing
outsells
good old radio!

OUR ADVERTISERS HAVE KNOWN IT FOR YEARS

WIP
610 KC
PHILADELPHIA

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.....NARTB, RAB
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralph Brent
Program Director.....Varner Paulsen
Comm. Manager.....Clyde Spitzner
Chief Engineer.....Clifford C. Harris

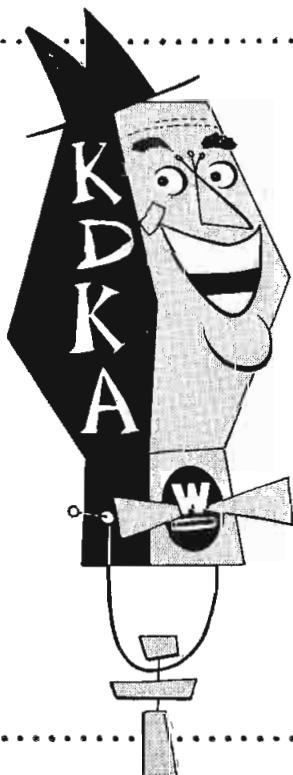
WTEL—Philadelphia—1924

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Foulkrod Radio Engineering Co.

Business-Studio Address....4312 N. Broad St.
PhoneDavenport 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
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, RAB
President.....Chris J. Witting
Gen., Station Mgr.....L. R. Rawlins
Comm. Manager.....John Stilli
Program Manager.....Thomas Bennett
Publicity Manager.....John Williams
Chief Engineer.....Theodore C. Kenney



KDKA

Pittsburgh
50 KW-Voice of
the
Tri-State Area

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

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
 Transcription World
 Membership NARTB
 Representative Raymer
 Exec. Vice President Gunnar O. Wiig
 Gen. Sls. Manager J. F. Murray
 Prom. Pub. Dir. Owen Simon
 Program Dir. John Gibbs
 Chief Engineer James J. Schultz

Commercial Manager John Pieper
 Traffic Manager Phillis C. Hardy
 Chief Engineer Victor G. Klein

**WJAS—Pittsburgh—1921
 ABC**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pitts. Radio Supp. House
 Address: Chamber of Comm. Bldg.
 Phone: Grant 1-4860 Air Time: Full Time
 News Service UP
 Representative H. R. Reys
 Pres., Gen. Mgr. H. K. Bronnen
 Comm. Mgr. John H. Buchheit
 Pub. Rel., Prom. Mgr. Caley E. Augustine

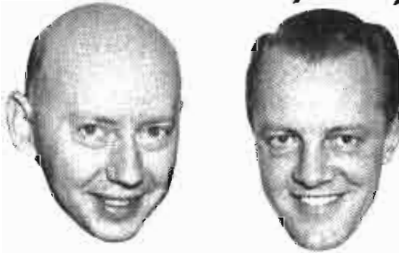
WILY—Pittsburgh—1954

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 Kluge
 General Manager Ernie Tannen

WPIT—Pittsburgh—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Business-Studio Address Pitt Bldg.
 Phone: Atlantic 1-1900 Air Time: Daytime
 Membership NARTB
 President John J. Laux
 V.P., Gen. Manager Don Ioset

Two's Company



JACK LOGAN starts the day "bright" with music, news, weather. 6 to 9:30 A.M.

AL NOBEL provides pleasant listening with melodic music, home service tips. 3:30 to 6 P.M.

Three's Better Yet!... with Mrs. Pittsburgh!

Mrs. Pittsburgh starts her day with Logan, and keeps tuned to KQV most of the day! Why? She likes the informal style of Logan and Nobel . . . hears her favorite CBS shows in-between. (Mr. Pittsburgh says KQV sports, weather and news shows are great, too!)

That's why you're in good company ON

National Rep.
 Paul H. Raymer Co., Inc.



1410 CBS RADIO

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
Newspaper Affil.....Sun-Telegraph
News Service.....INS
Representative.....Katz
Membership.....NARTB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Alan Trench
Prom. Mgr., Pub. Dir.....William Thiemann
Chief Engineer.....James Greenwood

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWSW, Inc.
Bus.-Studio Address.....Hotel Sherwyn
Phone: GRant 1-5200.....Air Time: Full Time
News Service.....UP
Representative.....John Blair
Membership.....NARTB
President, Gen. Mgr.....Pete Schloss
Station Manager.....Ben W. Muros

WPTS—Pittston—1954

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Phone: Olympic 4-3388.....Air Time: Daytime
Representative.....Indie
Transcription.....World
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Phone: 5000.....Air Time: Daytime
News Service.....UP
Representative.....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Air Time.....Full Time
News Service.....UP
Transcription Service.....World, Associated
Representative.....Everett-McKinney
Station Manager.....James K. Stock
Comm. Mgr.....Frank L. Tamulonis

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
Membership.....NARTB
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
Representative.....Rambeau
Trans. Service.....Thesaurus
President.....Sheridan Pruett
General Manager.....C. M. Erhard, Jr.
Commercial Mgr.....C. M. Erhard, Jr.
Sales Prom. Mgr.....William Carlton
Chief Engineer.....Joseph Pelletier

WEEU—Reading—1932—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle Co.
Business-Studio Address.....433 Penn St.
Phone: 6-7335.....Air Time: Full Time

wcae

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Newspaper Affiliation.....Eagle Co.
 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
 Promotion Director.....Jane E. Winne
 Dir., Tech. Oper.....Robert S. Guldin
 Asst. Dir., Tech.....Harold E. Schearer

WHUM—Reading—1946
CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Radio Corp.
 Business-Studio Address.....Berkshire Hotel
 Phone: 6-3987.....Air Time: Full Time
 News Service.....AP
 Representative.....H-R Reps.
 Pres., Gen. Manager.....Humboldt J. Greig
 Comm. Manager.....Alan Lane
 Program Director.....Earl Henry
 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.
 Phone: 6-7173.....Air Time: Full Time
 News Service.....UP, AP
 Membership.....NARTB
 Representative.....Robert Meeker
 Station Executive.....Clair R. McCollough
 Station Manager.....Frank J. Voss
 Natl. Sales Mgr.....J. Robert Gulck
 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.....Red Lion
 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

WKMC—Roaring Spring—1955

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Cove Bcstg. Co., Inc.
 Address.....Woodbury Pike
 Phone: 390.....Air Time: Daytime
 News Service.....AP
 President.....Gerald J. Collins
 Sales Manager.....Louis J. Maierhofer
 Program Director.....Charlie Ritchey
 Chief Engineer.....C. I. Metzger

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

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.
 Address.....Sayre
 Phone: Turner 2-2401.....Air Time: Daytime
 Representative.....Indie Sales
 Membership.....RAB
 News Service.....UP
 Owner.....Thompson K. Cassel
 Gen., Sta., Comm. Mgr.....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 Bcst. Co.
 Address.....33 Madison Ave.
 Phone: DI 3-1245.....Air Time: Full Time
 News Service.....UP
 Representative.....Hollingbery Co.
 Transcription Service.....Thesaurus
 Membership.....RAB
 President.....Martin F. Memolo
 Gen., Sta. Manager.....William M. Dawson
 Comm. Mgr.....S. Feigenbaum
 Sis. Prom. Mgr., Pub. Dir.....Jane O'Hara
 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: DI 2-7634.....Air Time: Full Time
 News Service.....AP
 Representative.....H-R Reps
 Membership.....NARTB
 Transcription.....World
 President.....Mrs. M. E. Magargee
 General Manager.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Promotion Director.....Doug Holcomb
 Chief Engineer.....Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Scranton Radio Corp.

Address.....717 Linden St.
 Phone: DI 6-1202.....Air Time: Full Time
 News Service.....AP
 Station Rep.....Walker
 Pres., Gen. Mgr.....Joe Dobbs
 Program Director.....Joe Silva
 Chief Engineer.....James D. Pettinato

WEJL—Scranton—1923

Frequency: 630 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Scranton Times
 Address.....Penn Ave. at Spruce
 Phone: DI 2-9151.....Air Time: Day Time
 News Service.....UP, AP
 Newspaper Affil.....Times
 Trans. Ser.....Standard, Lang-Worth
 Membership.....RAB
 Station Rep.....Meeker
 Gen., Sta., Mgr.....Cecil Woodland
 Program Director.....Hugh Connor

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: DI 7-3388.....Air Time: Full Time
 News Service.....AP
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....David M. Baltimore
 Station 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
 Gen., Sta. Manager.....Charles R. Petrie
 Program Director.....Dick Owens
 Chief Engineer.....Ray Williard

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., St. Mgr.....John Fahnline, Jr.
 Program Director.....Harold R. Smith
 Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

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. Oppegard
 Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ—State College—1945
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Centre Bcstrs., Inc.
 Bus.-Studio Address.....Box 888
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 General Manager.....Mrs. Alethea Ulerich
 Comm. Manager.....Mary Beezer
 Station Manager.....Milton Bergstein

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Pocono Bcstg., Inc.
 Business-Studio Address.....578 Main St.
 Phone: 1101.....Air Time: Daytime
 News Service.....UP
 Newspaper Affil.....Record
 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

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter.....1150 N. Front St.
 Phone: ATLantic 6-5838.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 President.....Harry H. Haddon
 General 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.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Crawford Cty. Bcstg. Corp.
 Address.....Commerce Bank Bldg.
 President.....Robert Z. Morrison, Jr.
 Manager.....Robert H. Sauber

WTRN—Tyrone—1954

Frequency: 1290 Kc. Power: 500 Watts
 Owned-Oper. By Tyrone Bcstg. Co.
 Address 1006 Logan Ave.
 Phone: 1304 Air Time: Daytime
 News Service UP
 Trans. Ser. World
 President C. H. Simpson
 Station Manager Lee C. Ray
 Sls. Prom. Manager A. J. Kuhn
 Program Director J. W. Eschbach
 Chief Engineer Mike Boslet

WMBS—Uniontown—1927
CBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Fayette Bdcstg. Corp.
 Address Fayette Nat. Bank Bldg.
 Air Time Full Time
 Representative Meeker Asso., Inc.
 Station Manager James Gismondi
 Comm., Sls. Prom. Mgr. Frederick David
 Program Director C. H. Underwood

WNAE—Warren—1946

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By N. Allegheny Bdcstg. Co.
 Address First Nat. Bank Bldg.
 Phone: 3033 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB. RAB
 Pres., Gen. Mgr. David Potter, Jr.

WJPA—Washington—1942
MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Washington Bcstg. Co.
 Bus. Address George Washington Hotel
 Phone: 4870 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Managing Director A. Boyd Siegel
 Gen., Prom. Manager John L. Merdian

WAYZ—Waynesboro—1953
KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By Richard Field Lewis Jr.
 Address 21 W. Main St.
 Phone: 1900 Air Time: Daytime
 President Richard Field Lewis Jr.
 General Manager Sam Hanshaw
 Sales Prom. Mgr. Robert Harrison
 Program Director John Geiger
 Chief Engineer Fred Brabandt

WNBT—Wellsboro—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Farm & Home Bcstg. Co.
 Address 89 Main St.
 Air Time Full Time
 News Service UP

Transcription World
 President C. H. Simpson
 V.P., Gen. Manager John A. Fay
 Station Manager Robert Kahle
 Sales Manager Henry Washburn
 Chief Engineer Dave Castlebury

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 3-0196 Air Time: Full Time
 News Service UP
 Representative Burn-Smith
 Licensee Anna Stenger
 Gen. Comm. Manager John H. Stenger
 Program Director Ed Kuzma
 Publicity Director Dan Stenger
 Chief Engineer Milan Krupa

WBRE—Wilkes-Barre—1924
NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By WBRE Radio, Inc.
 Bus-Studio Address 62 S. Franklin St.
 Phone: VAlley 3-3101 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, RAB
 Owner, Gen. Manager David M. Baltimore
 Comm. Mgr. Ernest Lewis
 Operations Director F. D. Coslett
 Program Director Robert Schumacher
 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
 President Mitchell Jenkins
 Exec. Vice President Roy E. Morgan
 Treasurer Thomas P. Shelburne
 Sls. Prom. Manager Nancy Lynch
 Commercial Manager Luther Strittmatter
 Program Director Tom Bigler
 Chief Engineer Theodore French

WLYC—Williamsport—1951
KBC

Frequency: 1050 Kc. Power: 1 Kw.
 Owned By Lycoming Bcstg. Co.
 Address 331 Pine St., Box 389
 Phone: 2-4676 Air Time: Daytime
 President John T. Keliher
 V. P., Gen., Sta. Mgr. W. Richard Carlson
 Commercial Mgr. Vince Campana
 Sls. Prom. Manager Edward Kirchman

Program Dir..... Vern Hester
 Chief Engineer..... Norman Briggs

WRAK—Williamsport—1930
NBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By WRAK, Inc.
 Address 1559 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
 Sta., Comm Mgr..... J. Wright Mackey
 Program Manager..... 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
 Representative Burn-Smith
 President..... Harry J. W. Kiessling
 Gen., Sta. Manager..... Woodrow W. Ott
 Program Director..... Louis C. Cate
 Sls. Prom. Manager..... J. B. Williams
 Comm. Mgr..... Phil Lane
 Publicity Director..... Albert Decker
 Chief Engineer..... Carl Steinbacher

WNOY—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..... Air Time: Daytime
 General Manager..... Lowell W. Williams
 Program Director..... H. E. Daugherty
 Sales Mcnager..... J. S. Schmitt

WORK—York—1932—NBC

Frequency: 1350 Kc.... Power: 5000 d.; 1000 n.
 Owned-Oper. By..... Associated Bcstgs., Inc.
 Business-Studio Address..... 13 S. Beaver St.
 Phone: 6629..... Air Time: Full Time
 Representative Robert Meeker
 Station Executive..... Clair R. McCollough
 Station Manager..... Clare I. Miller
 Natl. Sales Mgr..... J. Robert Gulick
 Program Director..... George M. Trout
 Technical Director..... J. E. Mathlot

WSBA—York—1941
ABC-MBS

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Oper. By ..Susquehanna Bdctsg. Co.
 Address Box 910
 Phone: 25521..... Air Time: Full Time
 Representative Young
 President Louis J. Appell
 Comm., Sales Prom. Mgr. Philip K. Eberly
 Prog. Dir..... Robert Shipley
 Chief Engineer..... Llewellyn Jones

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5000 Watts 630 Kilocycles
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WADK—Newport—1948
KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . The Aquidneck Bcstg. Corp.
Address Box 367
Phone: 1540 Air Time: Daytime
Transcription Service World
Representative Walker
Pres., Gen. Mgr. Milton E. Mitter
Comm. Mgr. Frank Booth
Sales Prom. Mgr. George McNamara
Prog. Mgr. Bill Sheridan
Chief Engineer Luigi Bianco

WPAW—Pawtucket—1950
KBS

Frequency: 550 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Roger Williams Bcstg. Co.
Address 34 N. Union St.
Phone: DE 1-7444 Air Time: Daytime
President Dominick Hysko
Exec. V.P. E. James McEnaney, Jr.
General Manager Allen Jones
Program Director Robert Batchelder
Comm. Manager Noel C. Breault
Sls. Prom. Manager A. M. Breault
Chief Engineer James Bonney

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
Phone: DEXter 1-0600 Air Time: Full Time
Station Rep. Venard, Borgatti
President George P. Metcalf
General Manager H. William Koster
Comm. Manager Hervey C. Carter
Sales Prom. Mgr. Arthur E. Lathrop, Jr.
Program Director Don Morton
Chief Engineer George W. Sharpe

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
Representative Blair
Membership NARTB
President William S. Cherry, Jr.
General Manager Arnold F. Schoen, Jr.
Commercial Mgr. Kenneth Curto
Program Director John A. Owen, Jr.
Chief Engineer John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By R. I. Bcstg. Co.
Address Water St.
Phone: EA 1-1899 Air Time: Daytime
Representative Indie

President Frank Rao
Gen., Sta. Manager Antonio Pace
Prog., Pub. Director Don Rogers
Comm., Sales Prom. Mgr. Edward McBride
Chief Engineer Fred Weiss

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
Station Manager John F. Crohan
Sales Manager Frederick P. Grady

WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcstg. Co.
Business-Studio Address. 144 Westminster St.
Phone: UNion 1-4211 Air Time: Full Time
Representative Headley-Reed, Kettel-Carter
Pres., Gen. Manager Robert T. Engles
Program Manager C. George Taylor

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
Representative Weed
Vice Pres., Treas. George O. Griffith
General Manager David Shurtleff
Sls. Prom. Manager James Canavan
Comm. Manager Arthur Gordon
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
Representative Walker
President William F. Malo, Jr.
Sls. Prom. Manager Phil Costello
Prog., Pub. Director Armand Bernard
Chief Engineer Charles Austin

WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts
Owner Friendly Bcstg. Co., Inc.
Address 814 Diamond Hill Road
Phone: 600 Air Time: Daytime
President, Gen. Manager Joseph Britt
Comm. Manager John Thomas
Sales Prom. Manager Gerard Nault

WWON—Woonsocket—1946

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
President Millicent S. Palmer
Station Manager Eugene C. Rousseau
Sales Director Eugene MacIlloux

WAKN—Aiken—1952—KBS

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
Membership RAB
President John Mare
General Manager W. Randall Davidson
Prog. Dir. Wayne Mashburn
Sls. Prom. Manager Ronald Martin
Chief Engineer Allen Askins, Jr.

WAIM—Anderson—1935**CBS**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Wilton E. Hall
Address Trans. Loca. 321 Kingsley Road
Phone: CA. 6-1511-2-3. Air Time: Full Time
News Service INS
Newspaper Affil. 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, Sr.
Program Director C. W. Martin
Comm. Manager Joseph McLeskey
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. World
Newspaper Affil. Seneca Journal
President J. A. Gallimore
Comm. Sta. Mgr. Joe Wilder
Program Director Frank Harmon
Pub. Director Bill Hollingsworth
Chief Engineer Bill Polk

WBEU—Beaufort—1954**KBS**

Frequency: 960 Kc. Power: 1 Kw.

Owned Beaufort Bcstg. Co.
Address Beaufort
Phone: 812. Air Time: Daytime
News Service UP
Trans. Service World
President John M. Trask
Gen. Comm. Manager W. C. Bochman
Program Director Hugh Ward
Chief Engineer Don Shannon

WHPB—Belton—1955

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By Community Bcstg. Co.
Co-Owners Cleatus Brazzell, Otto McDonald
General Mgr. James B. Childress

WBSC—Bennettsville—1947**MBS**

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By Atl. Coast Ins. Co.
Business-Studio Address Box 639
Phone: 1080. Air Time: Full Time
News Service AP
Representative Indie Sales
Exec. Vice President Y. W. Scarborough, Jr.
General Manager Neil Terrell
Chief Engineer John Gronert

WAGS—Bishopville—1954**KBS**

Frequency: 1380 Kc. Power: 1 Kw.
Owned Lee County Bcstg. Co.
Address P. O. Box 168
Phone: 1380. Air Time: Daytime
News Service AP
Trans. Ser. World
Station Rep. Interstate
Partners J. F. Coggins, E. L. B. Osborne
Comm. Manager D. L. Mackey
General Manager Joe Morris
Chief Engineer J. Parker

WACA—Camden—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Station WACA
Address Camden
Phone: 80. 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

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. Manager..... John M. Rivers
Comm. Mgr...... John B. Hearne
Program Director..... Robert Tambllyn
Pub. Dir...... Annie Lee Small
Chief Engineer..... Wilbur Albee

WHAN—Charleston—1946
ABC-KBS

Frequency: 1340 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Charleston Bcstg. Co.
Business Address..... 152 Market St.
Phone: 3-1643..... **Air Time:** Full Time
Transcription Service Capitol
News Service UP
Pres., Gen. Manager..... H. C. Weaver
Sales Prom., Pub. Director..... Joann Daley
Comm. Mgr., Ch. Eng...... William P. Birchfield

WPAL—Charleston—1947

Frequency: 730 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Palmetto Bdcstrs., Inc.
Business-Studio Address..... 149 Wentworth St.
Phone: 3-6428..... **Air Time:** Daytime
Representative Fo: Joe, Dora-Clayton
Membership NARTB
President George G. Weiss
General Manager..... Laurens Moore
Commercial Mgr...... Bob Christy
Program Director..... Louise Withrock
Chief Engineer..... Gunnar Sundeen, Jr.

WTMA—Charleston—1939
NBC

Frequency: 1250 Kc... **Power:** 5000 d.; 1000 n.
Owned-Oper. By..... Atlantic Coast Bcstg. Co.
Business Address 133 Church St.
Air Time Full Time
News Service AP
Representative Hollingbery
Pres., Gen. Mgr...... Charles E. Smith
Assistant Mgr...... Ralph J. Shade
Commercial Mgr...... H. J. Guzik
Program Dir...... Jack Gale

WQSN—Charleston—1948
MBS

Frequency: 1450 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Low Country Bcstg. Co.
Address..... 42 10th Ave.
Phone: 2-2652..... **Air Time:** Full Time
News Service UP
Station Representative..... Pearson
Transcription Service..... Standard
Membership RAB
President..... Sol Pavitz
Gen., Sta. Manager..... E. H. Keown
Comm. Manager..... Barry Winton
Sales Prom., Pub. Director..... Paul Stevens

WCRE—Cheraw—1953

Frequency: 1420 Kc..... **Power:** 500 Watts d.
Owned-Oper. By..... Chesterfield Bcstg. Co.
Address Box 631
Phone: 7500..... **Air Time:** Daytime

Membership RAB
Transcription Standard, SESAC
News Service UP
President..... Marvin J. Peterson
Prog. Dir., Gen. Mgr...... Fred A. Staples
Chief Engineer..... Ralph Homeman

WGCD—Chester—1948—KBS

Frequency: 1490 Kc..... **Power:** 250 Watts
Owned-Oper. By Craig Bdcstg. Co.
Address..... 128 Main St.
Phone: 2171..... **Air Time:** Full Time
Newspaper Affil...... Dispatch Publ. Co.
Trans. Ser. World
Station Rep...... McGillvra
President C. V. Sink
Gen., Sta., Comm. Mgr...... John T. Cashion
Prog. Director..... Bill Taylor
Publicity Director..... James Kennedy

WCOS—Columbia—1939
ABC

Frequency: 1400 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
Station Manager..... Wayne Poucher
Asst. Manager..... John Ropp
Chief Engineer Robert D. Lambert, Jr.

WIS—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..... Thesaurus
Representative..... Peters, Griffin, Woodward, Inc.
Membership NARTB, RAB
President B. Calhoun Hipp
General Manager..... G. Richard Shafto
Managing Director..... J. Dudley Saumenig
Sales Mcnager..... Daniel H. Burns
Promotion Director..... Maria Brethes
Program Director..... Ray M. Stanfield
Chief Engineer..... Joe Davenport

WMSC—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..... Standard, SESAC
Representative H.R. Ayers
Membership NARTB, RAB
Pres., Gen., Sta., Mgr...... C. Wallace Martin
News Director..... Ned Threest
Prog. Dir...... Gray Olive
Chief Engineer..... C. E. Stone



WNOK—Columbia—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Palmetto Radio Corp.
Address 1811 Main St., Box 5307
Phone: 3-9401 Air Time: Full Time
News Service AP
Representative Raymer
V.P., Gen. Manager H. Moody McElveen, Jr.
Commercial Manager G. Quick
Program Director Bill Routh
Chief Engineer Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc. Power: 1 Kw., d.
Owned Speidel Fisher Bcstg. Co.
Address 3300 Main St.
Phone: 6-1551 Air Time: Daytime
Representative Forjoe, Clayton
President Albert T. Fisher, Jr.
Sta., Comm. Manager Russell George
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 497
Air Time Full Time
News Service AP
Representative Joseph Hershey McGillvra

WPFD—Darlington—1955

Frequency: 1350 Kc. Power: 500 Watts
Owned-Oper. By Blue Ridge Bcstg. Co.
Address 14 1/2 Public Square
Phone: 1398 Air Time: Daytime
Representative Best
President J. A. Gallimore
General Manager A. G. Stanley

WDSC—Dillon—1946—ABC

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Border Bcstg. Co., Inc.
Address U. S. Highway 301
Phone: 470 Air Time: Daytime
Representative Gill-Perna-Clayton
Membership NARTB
Pres., Gen. Mgr. Joseph Martin
Station Mgr. Jim Murff
Comm., 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
Representative Indie Sales
Membership RAB
Pres., Gen. Mgr. Cleatus Brazzell
Vice-President 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, Dora Clayton
Pres., 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
Pres., Gen. Mgr. Melvin Purvis
Sta., Comm. Mgr. A. P. Skinner
Chief Engineer John Cooper

WFGN—Gaffney—1948

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
Representative Radio-TV Promotion Synd.
President A. Ray Godshall
Gen., Sta. Mgr. Morton E. Green

WGTV—Georgetown—1949
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Georgetown Bcstg. Co.
Address, Trans. Loc. 216 Fraser St.
Phone: 621 Air Time: Full Time
Station Rep. Donald Cook
News Service UP
Transcription Lang-Worth
Pres., Gen. Manager J. B. Delzell

WQOK—Greenville—1950
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 Service UP
Transcription Service Associated
Representative Gill-Perna, Dora-Clayton
President V. D. Ramsour
General Manager Wilkins Norwood
Station Manager W. R. Wagner
Comm. Manager Bill Freeman
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 College St.

Phone: 2-8241.....Air Time: Daytime
News Service**AP**
 Transcription Lang-Worth
 Representative Rambeau, Brown
 President.....(Mrs.) James Meade
 General Manager.....James 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.
 Bus.-Studio Address.....505 Rutherford St.
 Phone: 9-1321.....Air Time: Full Time
News ServiceUP, AP
 Newspaper Affil.....News-Piedmont
 TranscriptionSESAC
 RepresentativeAvery-Knodel
 President.....R. A. Jolley, Sr.
 Gen., Sta. Mgr.....Kenneth Beachboard
 Comm. Sales Prom. Mgr.....Keener Garrett
 Publicity Director.....Lidie Walters
 Program Director.....Bruce Buchanan
 Chief Engineer.....Bill Garrison

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 RepresentativeCooke
 Pres., Gen. Mgr.....C. F. Cope
 Comm. Manager.....Jack Charlotte
 Sls. Prom. Manager.....Max Mace
 Publicity Director.....Betty Davidson
 Sta. Mgr., Prog. 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
 Trans. Service.....SESAC, Lang-Worth
 Station Rep.....Continental
 MembershipRAB
 President.....Dr. Bob Jones, Jr.
 General Manager.....R. K. Johnson
 Station Manager.....Jim Ryerson
 Commercial Manager.....Glen Schunk
 Sales, Prom. Manager.....David Yearick
 Program Director.....Jack Buttram
 Chief Engineer.....Robert Devine

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
Transcription Service.....Thesaurus, World
 RepresentativeClark, Ayers
 PresidentDouglas Featherstone
 Gen., Sta. Mgr.....Dan Crosland
 Commercial Mgr.Ralph Norman
 Program Dir.....Dan Crosland
 Chief Engineer.....Charles M. Sparks

WGSW—Greenwood—1953

MBS-KBS

Frequency: 1450 Kc.....Power: 1000 Watts d.
 Owned.....Radio Greenwood, Inc.
 Address.....Edward Arms Bldg.
 Air Time.....Daytime
News ServiceUP
 Representative.....Indie Sales; Dora-Clayton
 President.....W. C. Woodall, Jr.
 Manager.....George B. Cook, Jr.
 General Manager.....C. H. Gridler

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw.
 Owned-Oper. By.....Greer Radiocasting Co.
 Address.....N. Main St.
 Phone: 1800.....Air Time: Daytime
 RepresentativeBest
News ServiceAP
 General Manager.....Vernon T. Fox
 Business Manager.....Al Robinson
 Promotion Manager.....James Roper

WEAB—Greer—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Greer Bcstg. Co.
 Address.....Jones Rd.
 Phone: 1057.....Air Time: Daytime
 Transcription ServiceWorld
 General Manager.....E. A. Burch
 Sta., Comm. Manager.....J. K. Williams
 Program Director.....Gene Sills
 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
 V.P., Gen. Mgr.....Raymond Caddell
 Commercial Mgr.....Oby B. Lyles
 Publicity Dir.....Eleanor Flowers
 Chief Engineer.....Donald Brien

WDKD—Kingstree—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Palmetto Bcstg. Co.
 Address.....Kingstree
 Phone: 6761.....Air Time: Daytime
 General Manager.....E. G. Robinson, Jr.
 Comm. Manager.....Arnold Graham
 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
 Representative. Donald Cooke, Inc.
 President. J. Olin Tice, Jr.
 Gen., Sta. Mgr. J. Olin Tice, Sr.

WLCM—Lancaster—1951
KBS

Frequency: 1360 Kc. Power: 1000 Wtts 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

WLBG—Laurens—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By. Scotland Bcstg. Co.
 Business Address. Box 642, Laurens
 Phone: 2-2331. Air Time: Daytime
 News Service UP

Membership RAB
 Transcription Service. World
 President. James C. Todd
 General Manager. C. W. Hogan
 Program Director. Paul Wynn
 Chief Engineer. Jack Taylor

WJAY—Mullins—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mullins & Marlon Bcstg. Co.
 Address. Highway 76
 Phone: 390. Air Time: Daytime
 News Service AP
 Transcription Service. Lang-Worth, SESAC
 President. W. G. Smith
 Gen., Comm. Mgr. James F. Ramsey
 Prog. Dr. 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
 Representative. Cooke
 President. James Olin Tice, Jr.
 Gen., Sta. Manager. John G. Kenworthy

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

Comm. Manager.....Phil Rice
 Program Director.....Hamp Smith
 Chief Engineer.....Dennis O'Malley

WKDK—Newberry—1946
MBS

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..Interstate United Newspapers
 News Service.....**AP**
 Transcription Service.....Thesaurus
 President.....James F. Coggins

WDIX—Orangeburg—1946
ABC-MBS-KBS

Frequency: 1150 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....WDIX, Inc.
 Address.....Box 662
 Phone: 1420.....Air Time: Full Time
 News Service.....**AP**
 Station Rep.....Devney, Holman
 President.....Charles S. Henery
 General Manager.....Frank B. Best
 Asst. Manager.....Frank Best, Jr.
 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
 Transcription Service.....World
 News Service.....**UP**
 Membership.....**RAB**
 Representative.....Thos. F. Clark
 Pres., Gen. Manager.....J. L. Sims

WRHI—Rock Hill—1944
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....York Co. Brcdg. Co.
 Address.....Rock Hill Nat. Bk. Bldg.
 Phone: 2085.....Air Time: Full Time
 News Service.....**AP**
 Representative.....McGillvra
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty
 Comm. Mgr., Prog. Dir.....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 Representative.....Indie Sales
 President.....T. Lamar Simmons
 Gen., Sta. Mgr.....E. L. Burwell
 Comm. Mgr.....Arnold Baynard
 Prog. Dir.....H. G. Barbour
 Sls. Prom. Mgr.....R. F. Adams
 Chief Engineer.....Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
 Address.....P. O. Box 443
 Air Time.....Daytime
 Station Representative.....Best
 Pres., Gen. Mgr.....J. A. Gallimore
 Treasurer.....Virginia Gallimore

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.....Jean Campbell
 Program Director.....Ray Starr
 Chief Engineer.....Clyde J. McClure

WORD—Spartanburg—1940
NBC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Word, Inc.
 Business-Studio Address.....291 E. Main St.
 Phone: 3-2711.....Air Time: Full Time
 News Service.....**AP**
 Transcription Service.....Thesaurus
 President.....Irwin Kahn
 Gen. Manager.....Edward G. Gardner
 Comm. Manager.....Charles B. Parham
 Program Director.....Buddy Womick
 Chief Engineer.....James L. Tate

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.....Hollingsbery
 President.....Walter J. Brown
 Station Manager.....Roger A. Shaffer
 Commercial Manager.....Ross M. Holmes
 Sls. Prom. Manager.....Jane Dalton
 Program Director.....Jim Hobbs
 Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940
MBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Oper. By...Radio Station WFIG, Inc.
 Business-Studio Address.....Box 30
 Phone: SPruce 3-7305.....Air Time: Full Time
 News Service.....**AP**

Transcription Service SESAC
 Membership NARTB
 Representative.....Joseph Hershey McGillvra
 President.....F. B. Creech, Sr.
 General Manager.....T. Doug Youngblood
 V.P., Comm. Manager.....Fulton B. Creech, Jr.
 Sales Prom. Director.....Jeanine Adkins
 Program Director.....Paul Reidy
 Chief Engineer.....Richard Elam

WSSC—Sumter—1953—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. ByRadio Sumter Inc.
 AddressBox 1342
 News ServiceUP
 Trcms. Service.....World, Thesaurus
 RepresentativeBest
 President.....J. A. Gallimore
 General Manager.....Ed Damron
 Comm. Manager.....H. W. Fowler
 Prog., Pub. Director.....Lillian Davis
 Promotion Manager.....Sam Combs
 Chief Engineer.....Wallace Clark

**WBCU—Union—1946
 MBS-KBS**

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Bcstg. Co. of Union, Inc.
 Address210 East Main St.
 Phone: 1200.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Station Rep.....Interstate United Newspapers
 Pres., Gen. Mgr.....Edward L. B. Osborne
 Program Director.....Noel Belue
 Chief Engineer.....Walker Carver

**WALD—Walterboro—1947
 MBS**

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Walterboro Bcstg. Co.
 Studio Address.....Ft. Benson St.
 Phone: 3861.....Air Time: Full Time
 News ServiceAP
 General Manager.....Louis M. Neale, Jr.

SOUTH DAKOTA

Pop. Feb. 1, 1956 (Est.) 665,000—Families 195,000
 Radio Homes 187,000—TV Homes 60,295—Stations in State 16

KABR—Aberdeen—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Aberdeen Bcstg. Svc.
 AddressRt. 2, Box 173
 News ServiceUP
 MembershipNARTB
 General Manager.....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
 RepresentativeWeed
 MembershipNARTB
 President.....Henry J. Schmitt
 Gen. Mgr., Pub. Director.....Byron McElligott
 Commercial Manager.....Russa Osborne
 Program Director.....E. C. Pieplow
 Chief Engineer.....George Crocker

KBRK—Brookings—1955

Frequency: 1430 Kc.....Power: 500 Watts
 Owned-Oper By.....Book ngs Bcstg. Co.
 Address320 Fourth St.
 Phone: 477.....Air Time: Daytime
 Transcription ServiceWorld
 Station Manager.....Robert Reimers
 Comm. Manager.....L. Jack Dublin

**KDSJ—Deadwood—1946
 MBS**

Frequency. 980 Kc.....Power: 1000 Watts
 Owned-Oper. By.....John, Eli & Harry Daniels
 Address745 Main

Phone: 186.....Air Time: Full Time
 Transcription ServiceWorld
 Station Rep.....Holman
 MembershipNARTB
 News ServiceUP
 Gen., Bus. Manager.....Harry Daniels

**KIJV—Huron—1947
 NBC**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....James Valley Bcstg. Co., Inc.
 Bus.Studio Address.....1726 Dakota St.
 Phone: 765.....Air Time: Full Time
 Transcription ServiceThesaurus
 Manager.....Max F. Staley
 Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947—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 ServiceUP
 Transcription ServiceLang-Worth
 MembershipNARTB
 Gen., Sta. Mgr., Prog. Dir., Raymond V. Eppel
 Comm., Sales Prom. Mgr.....M. Johnson
 Chief Engineer.....J. R. Doherty

KGFX—Pierre—1916—KBS

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 ServiceUP
 Pres., Gen. Manager.....Ida A. McNeil
 Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936
CBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By Black Hills Bctsg. Co. of Rapid City
Business Address 1819 W. St. Joe St.
Phone: Fillmore 2000. Air Time: Full Time
News Service UP, AP
Rep. 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 Helfron
Business Manager William F. Turner
Farm, Ranch Dir. Gene Taylor
Chief Eng. Robert Musfieldt

KRSD—Rapid City—1953

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Heart of the Black Hills
Phone: Fillmore 2-6050. Air Time: Full Time
News Service UP
Trans. Ser. Thesaurus
Station Rep. Holman
General Manager Eli Daniels
Sales Manager Stan Lieberman

KELO—Sioux Falls—1937
NBC

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By Midcontinent Bctsg. Co.
Bus-Studio Address Phillips Ave.—8th St.
Phone: 4-5841. Air Time: Full Time
News Service UP, AP
Transcription Service Capitol
Representative H-R Reps., Bulmer & Johnson
Membership NARTB, RAB
President Joe Floyd
Gen., Comm. Manager Evans Nord
Program Director Will Carlson
Publicity Director William Kruse
Chief Engineer Lester Froke

KIHO—Sioux Falls—1946
MBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Big Sioux Bctsg. Co., Inc.
Address 218 South Main Ave.
Phone: 4-7736. Air Time: Full Time
News Service UP
Representative Pearson
Trans. Ser. World
General Manager David J. Kempkes
Comm. Manager Fred Schweikher

KISD—Sioux Falls—1948
KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KISD, Inc.

Bus-Studio Address KISD Bldg., W. 12th
Phone: 4-5571. Air Time: Full Time
News Service AP
Station Representative Cooke
Membership NARTB
President H. R. Alton
Pres., Gen. Mgr., Prog. Dir. Verl Thompson
Comm. Manager Ernie Thomas
Sls. Prom. Manager David Herman
Publicity Director Larry Dick
Chief Engineer Roy Thorson

KSOO—Sioux Falls—1927
ABC

Freq: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By Sioux Falls Bctsg. Assn., Inc.
Address 317 S. Phillips Ave.
Phone: 4-5601. Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Membership NARTB
Station Representative Avery-Knodel, Inc.
President Morton Henkin
Vice Pres., Gen. Mgr. George R. Hahn
Gen. Sales Manager Charles J. Vais

KWAT—Watertown—1926
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 Gill-Perna
Membership NARTB, RAB
General Manager Ross E. Case
Program Director Gene Branter

KYNT—Yankton—1955—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Yankton Bctsg. Co.
Address 214 W. 3rd St.
President William M. Smith
Comm. Mgr. William E. Johnson

WNAX—Yankton—1922—CBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Cowles Bctsg. 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 Luther L. Hill
General Manager Robert R. Tinchler
Asst. Manager Chris Mack
Advertising Mgr. Donald D. Sullivan
Promotion Mgr. George Greenwood
Program Director Roland Peterson
Chief Engineer Clifton M. Todd

WLAR—Athens—1946
KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Athens Bcstg. Co.
Business-Studio Address N. Jackson St.
Phone: 1450 Air Time: Full Time
News Service UP
Newspaper Affil. Daily Post-Athehian
Transcription Service Thesaurus, Keystone
President Lowell F. Arterburn
Gen. Sta. Mgr., Pub. Dir. Buell J. Charles
Comm., Prom. Manager E. Mcx Robinette
Program Director William P. Atkins
Chief Engineer J. W. Wtner

WOPI—Bristol—1929—NBC*(See Also Bristol, Va.)*

Frequency: 1490 Kc. Power: 250 Watts
Owned-Radiophone Bcstg. Station, WOPI, Inc.
Address Easley-Wright Bldg., 310 State St.
Phone: South 3730 Air Time: Full Time
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, RAB
Pres., Gen. Manager W. A. Wilson
Commercial Mgr. James C. Wilson

WHLP—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Co.
President J. Gil Thompson

WAGC—Chattanooga—1946
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WAGC Bcstg. Co.
Address Hotel Patten
Phone: 7-1128 Air Time: Full Time
News Service AP
Transcription Service Lang-Worth
Representative Walker
General Manager Dick Crane
Comm. Manager Cliff Bowers
Program Director Bill Corrigan
Promotion Manager Harry Thornton
Publicity Director Charles Quinton
Chief Engineer George McMurtrie

WAPQ—Chattanooga—1936
ABC

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By WAPQ Bcstg. Service
Business-Studio Address Read House
Phone: 6-6141 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
President R. G. Patterson
Program Director Frances Harley
Comm., Sls. Prom., Pub. Dir. Helen Patterson
Chief Engineer B. B. Barnes

WDEF—Chattanooga—1941
NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By WDEF Bcstg. Co.
Bus. Studio Address 425 Volunteer Bldg.
Phone: 7-3393 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
Pub., Prog. Director Kenn Early
Chief Engineer B. C. Baker

WDDO—Chattanooga—1925
CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDDO 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
President, Gen. Mgr. Earl W. Winger
General Manager Norman A. Thomas
Comm. Manager Jack Bush
Sls., Prom. Mgr., Pub. Dir. Jessica Thomas
Program Director Ernest Fegans
Chief Engineer James E. Walker

WDXB—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 ForJoe
Membership NARTB
News Service UP
General Manager David T. Pritchard
Chief Engineer E. E. East

WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By WMFS, Inc.
Address 835 McCallie Ave.
Phone: 6-4145 Air Time: Daytime
Representative Pearson
Pres., Gen. Mgr. Brody Timm
Sls. Prom. Manager Alan Burke
Sta., Comm. Mgr., Prog. Dir. Fred Webb

WMCH—Church Hill—1954

Frequency: 1260. Power: 1000 Watts
Owned-Oper. By Wallace Bcstg. Co.
Address P. O. Box 4
Phone: ELgin 7-2601 Air Time: Daytime
News Service AP
President Thales E. Wallace
Comm. Manager F. R. Gentry
Program Director Betye Jo Creasy
Chief Engineer Harold Dougherty

WDXN—Clarksville—1954

Frequency: 540 Kc. Power: 250 Watts
 Owned. Clarksville Bcstg. Co., Inc.
 Address. Bailey Bros.
 Phone: 2411. Air Time: Daytime
 News Service. UP
 Transcription. World
 Representative. Burns-Smith
 President. Aaron B. Robinson
 Gen., Comm. Manager. J. M. Cecil
 Sta. Mgr., Prog. Dir., Ch. Eng. J. McDonough

WJZM—Clarksville—1941
MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WJZM
 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. Manager. J. Parry Sheftall
 Sta. Mgr., Chief Eng. John Bailey
 Program Director. Bill Bumpus
 Publicity Director. Tom Breene
 Commercial Manager. Charles Malone
 Sls. Prom. Mgr. Bill Vogel

WBAC—Cleveland—1945
MBS

Frequency: 1340 Kc. Power: 250 Watts
 Own.-Oper. By. Rounsaville of Cleveland, Inc.
 Business-Studio Address. 180 Central Ave.
 Phone: 62. Air Time: Full Time
 News Service. UP
 Rep. Dora Clayton, Gill-Perna
 President. J. W. Rounsaville
 Comm., Sls. Prom. Mgr. Bland Sells
 Gen., Sta. Manager. Thad F. Fitch
 Prog., Pub. Director. Paul Kirksey
 Chief Engineer. William D. Stuart

WKRM—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
 News Service. AP
 Transcription Service. World
 Representative. Walker
 Membership. NARTB, RAB
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
 Sales Prom. Mgr. Mel Dugger
 Prog., Pub. Director. Jim Keiran
 Chief Engineer. Cameron McKay

WHUB—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
 Sta. Mgr., Prog. Director. Stacey Mott
 Sls. Prom., Pub. Director. E. Zegarske
 Chief Engineer. Claude Haston

WKBL—Covington—1954
KBS

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. Tipton County Bcstg. Co.
 Address. P. O. Box 289
 Phone: 9635. Air Time: Daytime
 News Service. AP
 Transcription. SESAC
 Gen., Sta. Manager. Charles K. Sparks
 Prog., Pub. Director. Charles C. Watts, Jr.
 Sls. Prom. Manager. Ray McGinnis
 Comm. Mgr., Chief Eng. R. William Hoffman

WAEW—Crossville—1952
KBS

Frequency: 1340 Kc. Power: 1000 Watts
 Owned-Oper. By. WAEW, Inc.
 Address. 406 E. B'way
 Phone: 333. Air Time: Daytime
 President, Gen. Mgr. Arthur Wilkerson
 V.P., Secretary. Evelyn Wynn
 Comm., Sta. Manager. Clarence Stinnett

WDKN—Dickson—1955—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Dickson Co. Bcstg. Inc.
 Address. Box 71
 Phone: 2852. Air Time: Daytime
 Membership. RAB
 Pres. Gen., Sta., Comm. Mgr. W. Potts
 Comm., Sls. Prom. Mgr. Warren Medley
 Program Director. J. Howell
 Chief Engineer. Richard D. Essner

WDSG—Dyersburg—1946
MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Own.-d-Oper. By. State Gazette Bcstg. Co.
 Address. Box 58
 Phone: 2903. Air Time: Full Time
 Transcription Service. World
 News Service. AP
 Gen. Mgr., V.P. Robert W. Ward

WBEJ—Elizabethton—1946
MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned. WBEJ, Inc.
 Business-Studio Address. Elk Ave.
 Phone: 2-1241. Air Time: Full Time
 Representative. Dora Clayton, Gill-Perna
 News Service. UP
 Managing Director. Bill Wagner
 General Manager. Frazier Cochrane
 Comm. Manager. Glenn Hathaway
 Program Director. Bill Hale
 Chief Engineer. M. C. Bowers, Jr.

WCPH—Etowah—1955

Frequency: 1220 Kc. Power: 1 Kw., d.
Owned-Oper. By Morgan Bcstg. Co.
Address 109 9th St.
Phone: 1240 Air Time: Daytime
President, Gen. Mgr. H. J. Morgan
Program Director Ray C. Hobbs
Chief Engineer John S. Bailey

WEKR—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

WAGG—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
President William Ormes
Gen. Mgr., Ch. Engineer Ellis F. Jones, Jr.

WHIN—Gallatin—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Sumner County Bcstg. Co.
Phone: 1010 Air Time: Daytime
News Service UP
Membership NARTB
President A. B. Perkins
Gen. Mgr., Prog. Dir. J. B. Thomas
Commercial Manager Charles Brewer
Chief Engineer Leo Raines

WGRV—Greeneville—1947
MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Greeneville, Inc.
Address Radio Bldg.
Air Time Full Time
News Service UP
Manager Paul Metcalfe
Commercial Manager Hugh Pickel

WHBT—Harriman—1946
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. The Harriman Bcstg. Co., Inc.
Address Devonia & Crescent
Phone: 661 Air Time: Full Time
News Service UP
Trans. Ser. World, SESAC
Representative Continental
General Manager F. L. Crowder

WIRJ—Humboldt—1949
KBS

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Gibson Co. Bcstg. Co., Inc.
Address 210 N. 22nd Ave.
Phone: 740 Air Time: Daytime
News Service AP
Newspaper Affil. Courier-Chronicle
Transcription Service Thesaurus
President J. F. Warmath
Gen., Sta. Mr. Howard E. Byrum
Comm. Sls. Prom. Mgr. Carroll Wilson
Prog. Director Bill Carter
Chief Engineer Claude Bolton

WDXI—Jackson—1948
MBS

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By Dixie Bcstg. Co.
Business-Studio Address Box 391
Air Time Full Time
News Service UP
Transcription Service World
Representative Burn-Smith, Dora-Clayton
Pres., Gen. Mgr. Aaron B. Robinson
Station Manager Bill Winsett

WJAK—Jackson—1955

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By Jackson Broadcasting Co.
Address 416 Poplar St.
Phone: 7-7436 Air Time: Daytime
Station Director Robert Blow
Sales Supervisor Mike Freeman
Program Director Winston C. Martindale

WTJS—Jackson—1931—ABC

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By The Sun Publishing Co.
Bus. Studio Address 104 Baltimore St.
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
Manager Frank S. Proctor
Asst. Mgr. L. R. Brooks
Program Director Vince Tapler
Chief Engineer James Ellzey

WETB—Johnson City—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By Press, Inc.
Business Address Press Bldg.
Representative McGillivra
Transcription Service World
President Carl A. Jones
Manager Arthur Kelsey

WJHL—Johnson City—1938
ABC-CBS

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 ServiceAP, UP
 Representative.....John E. Pearson
 MembershipNARTB
 President.....W. H. Lancaster, Sr.
 General Manager.....W. H. Lancaster, Jr.
 Program Director.....Herbert Howard
 Comm. Mgr.....K. Marsh
 Sls. Prom. Mgr., Pub. Dir.....W. A. McDonald
 Spvr. Engineer.....Rowland Medlar

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
 MembershipNARTB
 Pres., Gen. Mgr.....Cy N. Bahakel
 Sta., Prom. Manager.....Phil Bahakel
 Comm. Manager.....Chuck Foster
 Program Director.....Bill Austin Trailer
 Publicity Director.....Dia Bahakel
 Chief Engineer.....Robert Heith

WKPT—Kingsport—1940
NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kingsport Bcstg. Co., Inc.
 Business-Studio Address.....222 Commerce St.
 Phone: Cl. 5-4161..... Air Time: Full Time
 News Service AP
 Transcription Service.....Thesaurus
 Representative.....Burn-Smith
 MembershipNARTB, RAB
 President.....C. P. Edwards, Jr.
 Gen., Sta. Manager.....Paul L. Overbay
 Commercial Mgr.....Phil Weaver
 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
 News ServiceUP
 Representative.....Gill Perna
 MembershipNARTB, RAB
 President, Manager.....John P. Hart

WIVK—Knoxville—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Dick Bcstg. Co.
 Address.....319 N. Gay Street
 Phone: 4-3693..... Air Time: Daytime
 Representative.....Forjoe
 MembershipNARTB, RAB
 Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick
 Comm. Mgr.....T. C. Hooper
 Prog. Dir.....J. P. Hess, Jr.
 Chief Eng.....Milton Jones

WKGN—Knoxville—1947
MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WKGN Inc.
 Bus.-Studio Address.....Box 1750
 Phone: 4-0766..... Air Time: Full Time
 News ServiceAP
 Station Representative.....Rambeau
 MembershipNARTB, RAB
 President.....George P. Mooney
 Gen., Sta., Prog. Dir.....Guy L. Smith, III
 Comm. Manager.....Glynn They
 Sls. Prom., Pub. Director.....Stan Voinrib
 Chief Engineer.....Robert Goodman

WKXV—Knoxville—1953
KBS

Frequency: 900 Kc.....Power: 1000 Watts
 Owner.....Knoxville Ra-Tel., Inc.
 Address.....Box 66
 General Manager.....Tom Carr
 Comm. Manager.....Marvin Thompson
 Office Manager.....Mrs. Willie Day

WNOX—Knoxville—1921
CBS

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Address.....4400 Whittle Springs Rd. N. E.
 Phone: 3-3171..... Air Time: Full Time
 Newspaper Affiliation....."News Sentinel"
 News ServiceUP
 Transcription Service.....Standard
 Representative.....John Blair
 MembershipNARTB
 President.....Jack R. Howard
 Gen., Sta. Manager.....R. B. Westerguard
 Publicity Director.....Gene Miller
 Comm., Sts. Prom. Mgr.....O. L. Smith
 Prog. Director.....C. A. McMahon
 Chief Engineer.....Ray Evans

WROL—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 ServiceUP
 Transcription Service.....World
 Representative.....Avery-Knodel
 MembershipNARTB, RAB
 President.....Paul Mountcastle
 Gen., Sta. Mar.....W. H. Linebaugh
 Commercial Manager.....J. T. McCloud
 Program Di.....J. H. Reese
 Prom., Pub. Dir.....H. W. Hudson
 Chief Engineer.....Fred Andrews

WLAF—Lafollette—1953
MBS

Frequency: 1450 Kc.....Power: 100 Watts
 Owner.....LaFollette Bcstg. Co.

Address Piedmont Hotel
 Phone: 1060 Air Time: Full Time
 News Service AP
 Transcription Service World, Keystone
 President Ed F. Wheeler
 Gen. Mgr., Chief Eng. Marvin L. Paul
 Prom. Mgr., Prog. Pub. Dir. Smith Rea, Jr.

WDXE—Lawrenceburg—1951
 KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lawrenceburg Bcstg. Co.
 Address Locke Bldg.
 News Service UP
 Trans. Ser. World
 Representative Burn-Smith
 President Aaron B. Roblnson
 Station Manager Ken Marston

WCOR—Lebanon—1949—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By Lebanon Bcstg. Co., Inc.
 Address Trousdale Ferry Pike
 Phone: 1540 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Pres., Sta. Manager Theo. F. Ezell, Jr.
 Comm. Manager Jack Hendrickson
 Prog. Director Walter Dillard
 Chief Engineer William Johnston

WLIL—Lenoir City—1950
 KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owner WLIL, Inc.
 Address 406 E. Broadway
 Phone: 1095 Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Arthur Wilkerson

WJJM—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

WDXL—Lexington—1954
 MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Lexington Bcstg. Co.
 Address WDXL Bldg.
 Phone: 3500 Air Time: Full Time
 News Service UP

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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

Station Representative.....Burn-Smith
 President.....Guy B. Amis
 General Manager.....Neal B. Bunn
 Comm. Mgr., Chief Eng.....B. L. Enochs
 Program Director.....Everett Flagg

WGAP—Maryville—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Aluminum Cities Bcstg. Co.
 Address.....316 Court St.
 Phone: 5500.....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.....Henry McDonald, Jr.

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts
 Owned.....Tri-County Bcstg. Co., Inc.
 Address.....P. O. Box 188
 Phone: 3371, 3372.....Air Time: Daytime
 News Service.....AP
 Trans. Ser.....Thesaurus
 Station Rep.....Clark
 Pres., Gen. Mgr.....Earl S. Nolting
 Sec'y-Treas.....Gladys Nolting
 Sta. Mgr., Prog. Dir.....Lance Beard
 Comm. Manager.....Irene Morgan
 Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 Watts
 Owned-Oper.....Cumberland Valley Bcstg. Co.
 Address.....Box 270
 Phone: 2104.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Dr. W. W. Davis
 General Manager.....Franklin H. Brown
 Program Director.....Joyce Knowles

WMMT—McMinnville—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....McMinnville Bldg. Co., Inc.
 Address.....N. Chancery St.
 Air Time.....Full Time
 News Service.....UP
 General Manager.....Royce E. Richards

KWEM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWEM, Inc.
 Address.....Box 142
 Phone: 48-3311.....Air Time: Daytime
 Representatives.....Starrs National
 President.....W. H. Keller, Jr.
 Manager.....Jack Holden

WOKB—Memphis—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Chickasaw Bcstg. Co.

Address.....378 Beale St.
 Air Time.....Daytime
 Representative.....Dora-Clayton
 Sales Manager.....R. F. Bartusch
 Program Director.....J. E. Stewart
 Promotion Director.....J. S. Jacobs
 General Manager.....W. M. H. Smith

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
 Owned By.....Bluff City Bcstg. Co.
 Business-Studio Address.....2074 Union Ave.
 Phone: 36-2703.....Air Time: Full Time
 News Service.....UP
 Representative.....Pearson
 Membership.....RAB
 Pres.....John R. Pepper
 General Manager.....Bert Ferguson
 Commercial Manager.....Harold F. Walker

WHBQ—Memphis—1925
MBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Bus-Studio Address.....Hotel Chisca
 Phone: Jackson 5-6306.....Air Time: Full Time
 News Service.....UP
 Representative.....H-R
 Membership.....RAB
 President.....Thomas F. O'Neil
 Gen., Sta. Mgr.....John Cleghorn
 Commercial Mgr.....Max Michel
 Program Director.....Dick Covington
 Sales, Service Mgr.....Stan Torgerson
 Publicity Director.....Jack Starr
 Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-State Bcstg. Service
 Address.....972 S. Third St.
 Phone: 5-6831.....Air Time: Daytime
 News Service.....UP
 President.....Sam C. Phillips
 Comm. Manager.....Bob R. Way

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid-South Bcstg. Corp.
 Business-Studio Address.....433 Sterick Bldg.
 Air Time.....Full Time
 News Service.....UP
 Representative.....A. Young; C. Melville
 Membership.....RAB
 General Manager.....C. K. Beaver
 Program Director.....Jay Black

WMC—Memphis—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Memphis Publishing Co.
 Business-Studio Address.....Box 311
 Phone: 8-7464.....Air Time: Full Time
 News Service.....UP, AP
 Trans.....Thesaurus, Standard, Lang-Worth
 Representative.....Branham
 Membership.....NARTB
 General Manager.....H. W. Slavick

Station Manager..... Richard Voorhis
Program Director..... Harlan Judkins

WMPS—Memphis—1925

ABC

Freq.: 680 Kc..... Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By..... WMPS, Inc.
Business-Studio Address..... 112 Union Ave.
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

WREC—Memphis—1922—CBS

Frequency: 600 Kc..... Power: 5000 Watts
Owned-Oper. By..... WREC Bcstg. Service
Business-Studio Address..... Hotel Peabody
Phone: 5-1313..... Air Time: Full Time
News Service..... UP
Transcription Service..... Lang-Worth
Membership..... NARTB
Representative..... Katz
Owner, General Manager..... Hoyt B. Wooten
Commercial Manager..... Hollis R. Wooten
Program Director..... Jack Michael
Chief Engineer..... Wilson Raney

WKBJ—Milan—1955

Frequency: 1600 Kc..... Power: 1000 Watts
Owned-Oper. By..... West Tennessee Bcstg. Co.
Address..... Hotel Milan
Phone: 550..... Air Time: Daytime
News Service..... AP
Gen., Comm. Mcnager..... Jack Merrill
Traffic..... Betty Evans

WCRK—Morristown—1947

MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..... Radio Center
Phone: 1450..... Air Time: Full Time
News Service..... AP
Trans. Ser..... World
Representative..... Hal Holman
General Manager..... Howell Ashford

WGNS—Murfreesboro—1946

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Murfreesboro Bcstg. Serv.
Address..... Elrod Bldg.
Air Time..... Full Time
News Service..... AP
Representative..... Holman
Trans. Ser..... World, Lang-Worth, Thesaurus
General Manager..... Cecil Elrod, Jr.
Station Manager..... William O. Barry

WMTS—Murfreesboro—1953

Frequency: 860 Kc..... Power: 250 Watts
Owned..... Arthur D. Smith, Jr.
Address..... 112 N. W. Broad St.
Phone: 1202..... Air Time: Daytime
Trans. Service..... Standard, World
News Service..... UP
President, Gen. Mgr..... A. D. Smith, Jr.
Sls. Prom., Sta. Mgr..... Virgil Trimm
Commercial Mgr..... Charles Snoddy
Program Director..... B. A. Blenkenship
Publicity Director..... Lee Blaine
Chief Engineer..... Roy Clark

WKDA—Nashville—1946

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Capitol Bcstg. Co.
Address..... American Natl. Bank Bldg.
Representative..... Pearson
Membership..... NARTB, RAB
President..... John W. Kluge
Vice Pres., Gen. Mgr..... Harvey L. Glascock
Comm. Manager..... Blackstone Dozier, Jr.
Prog. Director..... Charles F. Walker
Chief Engineer..... Oscar C. Griffin, Jr.

WLAC—Nashville—1926

CBS

Frequency: 1510 Kc..... Power: 50,000 Watts
Owned..... Life & Casualty Insurance Co., Tenn.
Bus. Studio Address..... Third Natl. Bank Bldg.
Phone: 6-0161..... Air Time: Full Time
Transcription Service..... Thesaurus
Representative..... Katz
Membership..... NARTB, RAB
Gen. Mgr..... F. C. Sowell
Commercial Manager..... E. G. Blackman
Promotion Manager..... Jerry Glaser
Program Director..... Paul Ollphont
Chief Engineer..... F. D. Binns

WMAK—Nashville—1948

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
News Service..... UP
President..... Howard D. Steere
V.P., Gen. Manager..... Emil Popke, Jr.
Station Manager..... Robert Lyons

WNAH—Nashville—1949

KBS

Frequency: 1360 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Hermitage Bcstg. Corp.
Address..... James Robertson Hotel
Phone: Alpine 4-7611..... Air Time: Daytime
News Service..... UP
Representative..... Continental
Pres., Gen., Comm. Mgr..... Van T. Irwin, Jr.
Comm. Manager..... Herman Rippy
Program Director..... Dave Lyman
Chief Engineer..... Harold Woodard

WSIX—Nashville—1927
ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.
Address.....Nashville Trust Building
Phone: ALpine 5-5431.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Station Representative..George P. Hollingbery
Membership.....NARTB
Pres. Gen. Mgr.....R. D. Stanford
Comm. Manager.....John M. Savage
Program Director.....Bob Larimer
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.-Studio Address.....301 7th Ave. N.
Phone: ALpine 4-5656.....Air Time: Full Time
News Service.....AP, INS, UP
Trans. Ser.....Associated
Representative.....John Blair
Membership.....RAB, NARTB
Chairman of Board.....E. W. Craig
President, Gen. Mgr.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Sales Manager.....Bob Cooper
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.....400 Davidson St.
Phone: 42-0489.....Air Time: Daytime
News Service.....AP
Representative.....McGillvra, Dora-Clayton
Membership.....RAB
Pres., Gen. Mgr.....H. C. Young, Jr.
Com., Prom. Mgr.....Norman Stewart
Pub. Dir.....R. Goldman
Chief Engineer.....I. D. Byars

WLIK—Newport—1954

Frequency: 1270 Kc.....Power: 5 Kw.
Owned.....WLIK, Inc.
Address.....406 E. B'way, Lenoir City
Phone: 3095.....Air Time: Daytime
News Service.....UP
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....253 Main St., E.
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
President, Gen. Mgr.....Ross Charles
Comm. Manager.....Samuel P. Thrower, Jr.
Program Director.....William F. Hoopes

WOKE—Oak Ridge—1951
KBS

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Air Mart Corp.
Phone: 5-1333.....Air Time: Full Time
Address.....Box 391
President.....Owen J. McReynolds
General Manager.....J. E. Bouldin
Program Director.....John H. Carr

WTPR—Paris—1947
KBS-MBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address.....Davis Bldg.
Phone: 1700.....Air Time: Day Time
News Service.....UP
Trans. Service.....World, Keystone
Sta. Rep.....Burn-Smith
Membership.....NARTB
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr., Pub. Director.....Will Coker
Commercial Manager.....B. C. Kilgore
Prom. Mgr., Prog. Director.....Sue Jackson
Chief Engineer.....Don Somerville

WKSR—Pulaski—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Richland Bcstg. Co.
Address.....Radio Center
Phone: 1066-67.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Clark
Owner, Gen. Manager.....J. R. Stephens

WTRB—Ripley—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....West Tenn. Radio Bcstrs.
Address.....P. O. Box 302
Phone: 1060.....Air Time: Daytime
News Service.....UP
Trans. Ser.....SESAC
Gen., Comm. Mgr., Pub. Dir.....Hobson H. Daws
Sta. Mgr.....Harold L. Baker
Program Director.....Shirley Pickard
Chief Engr.....James E. Weston

WRGS—Rogersville—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rogersville Bcstg. Co.
Address.....Burem Pike
Phone: 6491.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus
General Manager.....John E. Beal
Commercial Manager.....Charles W. Beal
Promotion Mgr.....George Beal
Prog. Dir., Chief Eng.....F. A. Berry

WSEV—Sevierville—1955

Frequency: 930 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Smoky Mountain Bcstg. Co.
Address.....Box 152

Phone: 2844.....Air Time: Daytime
 News Service.....UP
 Representative.....Wm. Rambeau Co.
 Membership.....RAB, NARTB
 President.....A. J. King
 Gen., Sta., Comm. Mgr.....Clay Cline
 Sales Promotion Mgr.....Peggy Shanton
 Traffic Manager.....John Kerr
 Publicity Director.....Gene Bardo
 Chief Engineer.....Robert Carr

WHAL—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
 News Service.....UP
 V.P., Gen. Mgr.....Charles Christian

WEPG—South Pittsburgh
1954

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Oper. By.....Marion County Bcstg. Serv.
 Address.....Railroad St.
 Air Time.....Daytime

WSMT—Sparta—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sparta Bcstg. Co. Inc.
 Address.....Box 390
 Phone: 3751.....Air Time: Daytime
 News Service.....UP
 Transcription.....World
 Membership.....RAB
 President.....Sam J. Albritton
 Gen., Sta. Comm., Sls. Prom.....B. L. UpChurch
 Publicity Dir.....Virginia UpChurch
 Program Director.....Bill Passons
 Chief Engineer.....Hubert A. Beasley

WDBL—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
 News Service.....AP
 Transcription Service.....World
 Membership.....RAB, NARTB
 News Service.....AP
 Gen., Sta. Mgr.....Walter A. Duke
 Comm., Sls. Prom. Mgr.....J. J. Webb
 Program Director.....C. W. Powers
 Chief Engineer.....Anna Duke

WDEH—Sweetwater—1955
KBS

Frequency: 800 Kcs.....Power: 500 Watts
 Owned-Oper. By.....Marlo Bcstg. Co.
 Address.....Highway 11
 Phone: 5025.....Air Time: Daytime
 News Service.....UP
 Transcription.....Thesaurus

Membership.....NARTB
 Gen., Sta. Mgr.....Richard R. Foster
 Program Director.....Jane E. Ford
 Chief Engineer.....Ernie McDaniel

WJIG—Tullahoma—1947

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Col. R. L. Prescott, Jr.
 Business Address.....West End Drive
 Phone: 2607-8.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Owner, Gen. Mgr.....Col. R. L. Prescott, Jr.
 General Manager.....Wallace Beecham

WENK—Union City—1946
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Union City Bcstg. Co.
 Address.....Clymer Furn. Bldg.
 Phone: 1240.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 President., Gen. Mgr.....Aaron B. Robinson
 Station Manager.....Edwin F. Kallenberg, Jr.
 Program Director.....James R. Wells
 Chief Engineer.....Charles Holland

WCDT—Winchester—1948
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Franklin County Bcstg. Co.
 Address.....U. S. Hwy. 64
 Phone: 2201.....Air Time: Full Time
 News Service.....UP
 Mcnager.....Ernest Richards, Jr.
 Comm. Manager.....James F. Spencer

For World-Wide News . . .
For Clear, Comprehensive
Coverage . . .

AP

FOR
RADIO and TELEVISION

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

KRBC—Abilene—1936—ABC

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.....NARTB
President.....Dale Ackers
Sta. Mgr., Prog. Director.....Bro Mingsus
Comm., Sales Prom. Mgr.....Forest Lane
Prod. Mgr.....Ken Knox
Chief Engineer.....Troy Mallon

KWKC—Abilene—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus. Studio Address.....25th & Butternut
Phone: 4-7286.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....World
Representative.....Venard, Rintoul & McConnell
General Manager.....A. C. Etter

KBKI—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
President.....Givens A. Parr
General Manager.....Robert I. Grimes
Scles Prom. Mgr.....Irma Salas
Comm. Mgr.....Jack Collins
Program Dir.....J. Allen Frye
Publicity Director.....Ruth Norris
Chief Engineer.....S. L. Spencer

KVLF—Alpine—1947 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....Alpine
Phone: 2144.....Air Time: Full Time
News Service.....UP
Transcription.....Thesaurus
Representative.....Hil F. Best, Clark Brown
President.....Jack Hawkins
V.P., Gen., Sta., Comm. Mgr.....Gene Hendryx
Program Director.....John Nelson
Chlef Engineer.....Sherman Newsom

KAMQ—Amarillo—1947 MBS

Freq.: 1010 Kc.....Power: 5 Kw. d., 500 Watts
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone: DRake 2-6543.....Air Time: Full Time
Representative.....Forjoe
Transcription Service.....Thesaurus
News Service.....AP
President.....Walter G. Russell
Manager.....R. D. Houck

KFDA—Amarillo—1939 ABC

Fre.: 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.....H.R. Brown
Transcription.....BML, ASCAP, SESAC, AMP
Membership.....NARTB, RAB
President.....Gene L. Cagle
Gen. Mgr.....Ed Moore
Station Mgr.....George Oliver
Comm. Mgr.....Don Hayslett
Chief Engineer.....W. B. Spiller

KLYN—Amarillo—1949 CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plains Empire Bcstg. Co.
Address.....1014 West Seventh
Phone: 2-6773.....Air Time: Full Time
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



ABILENE, TEXAS

KRBC RADIO (5,000 Selling Watts) is serving the rich Abilene Market . . . and its GROWING, GROWING, GROWING!

KRBC is the TOP ranking station in its market and ranks among the TOP 5 of all radio stations in North Texas.

Represented Nationally by
JOHN E. PEARSON COMPANY

National Sales Manager
FOREST LANE

KGNC—Amarillo—1922—NBC

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By Plains Radio Bdcstg. Co.
 Address: 2000 N. Polk St.
 Phone: DR 4-4601 Air Time: Full Time
 News Service UP, AP
 Newspaper Aftil. Globe-News
 Transcription Service World
 Representative Katz
 Membership NARTB, RAB
 President B. E. Walker
 General Manager Wes Izzard
 Business Manager Calvin Handy
 Station Mgr. Ken Duke
 Asst. Gen. Mgr. A. Jackson
 Prog. Dir. Larry Filkins
 Prom. Mgr., Pub. Dir. Leon Bert
 Chief Engineer W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc. Power: 500 W., d.
 Owned-Operated By R. D. Hollingsworth
 Address: Paramount Bldg.
 Phone: DRake 4-3235 Air Time: Day
 Representative Melville
 Pres., Gen. Mgr. R. D. Hollingsworth
 Sta., Sls. Mgr., Chief Eng. R. B. Henry

KZIP—Amarillo—1955

Frequency: 1310 Kc. Power: 1 Kw. d.
 Owned-Oper. By Panhandle Bcstg. Co.
 Address: 808 Charlotte St.
 Representative Broadcast Time Sales
 News Service AP
 General Manager Ray Winkler
 Comm. Manager Jess Richardson

KACT—Andrews—1954

Frequency: 1360 Kc. Power: 500 Watts
 Owned-Oper. By Andrews Broadcasters
 Address: Seminole Hy.
 Phone: 1360 Air Time: Daytime
 News Service AP
 Transcriptions World
 Co-Owner, Gen. Mgr. Joseph E. Young
 Promotion Manager J. Young

KBUD—Athens—1948—KBS

Frequency: 1410 Kc. Power: 250 Watts
 Cwned Henderson C'y. Bcstg. Co.
 Address: Box 309
 Phone: 2277 Air Time: Daytime
 News Service UP
 Trans. Service Lang Worth
 Membership RAB
 General Manager J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc. Power: 1200 Watts d.
 Owned-Oper. By Ark-La-Tex Bcstg. Co.
 Phone: 900 Air Time: Daytime
 Transcription Service World
 News Service AP
 Transcription World
 Membership NARTB
 Representative Hill F. Best
 President Herman H. Wommack, Jr.
 Gen., Sta. Mgr. David A. Wommack

Commercial Manager A. N. Dowd
 Program Director George D. Womack
 Publicity Director Jean Wommack
 Chief Engr. James L. Watles

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. Harvey R. Boyd
 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: 2-2424 Air Time: Full Time
 News Service UP
 Representative Raymer
 President Claudia T. Johnson
 Gen., Sta. Mgr. J. C. Kellam
 Sales Manager O. P. (Bob) Bobbitt
 Sales Prom. Mgr. Charles Brooks
 Program Director Cactus Pryor
 Pub. Dir. Elmo Brown
 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 Robert Pinkerton
 General Manager Ed Pool
 Comm. Manager Calvin Adams
 Program Director Lilia Guzman
 Chief Engineer Paul Lindhorn

KVET—Austin—1946—MBS

Frequency: 1300 Kc. Power: 1 Kw., d.
 Owned Austin Bcstg. Corp.
 Address: Box 1116
 Phone: 8-8521 Air Time: Full Time
 News Service UP
 Representative Forjoe
 Membership NARTB
 Pres., Gen., Sta. Mgr. Willard Deason
 Commercial Mgr. H. W. Dunlop
 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
 Representative Best, Melville
 General Manager..... R. F. McGarvey

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
 Representative Hil F. Best
 President J. G. Long
 General Manager Bryan Powell
 Station, Comm. Manager..... Harry L. Becker
 Sls. Prom. Mgr..... Charles Arthur

KRCT—Baytown—1947
KBS

Frequency: 650 Kc..... Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone: 8251..... Air Time: Daytime
 News Service AP
 Station Rep. Best
 President W. D. Christmas
 V. P., General Manager..... J. H. Touchstone
 Prog. Dir..... Herderth Taylor
 Chief Eng..... R. E. Rohden

KREL—Baytown—1947

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address Box 419
 Phone: 8211-2..... Air Time: Full Time
 News Service UP
 Representative..... Interstate United Newspapers
 President J. B. Blayton, Sr.
 Vice President..... J. B. Blayton, Jr.
 Station Manager..... Robert H. Brisendine
 Gen. Sales Mgr..... Albert H. Saddler

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..... Peters, Griffin, Woodward, Inc.
 Membership NARTB
 President D. A. Cannan
 Gen., Sta., Comm. Mgr..... C. B. Locke
 Program Director..... Dave Russell
 Publicity Director..... H. F. Caldwell

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
 V. P., Gen., Comm. Mgr..... Walter L. Rubens
 Chief Eng..... Carl L. Davis

KRIC—Beaumont—1938

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... The Enterprise Co.
 Bus. Studio-Trans. Address..... 3130 Blanchette
 Phone: 4-9421..... Air Time: Full Time
 Newspaper Affiliation..... "Enterprise", "Journal"
 Representative Branham
 President O. Eugene Davis
 V.P., General Mgr..... E. C. Davis
 Station Mgr..... R. M. Frost
 Prog. Dir..... Gordon Clark
 Commercial Mgr..... Jim Saxon
 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..... Roy D. Shotts
 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
 Partners..... J. D., & V. L. Rossi
 General Manager..... John D. Rossi
 Station Manager..... James V. Rossi
 Comm. Manager..... James M. Goodman
 Prog. Dir..... William S. Bennett
 Chief Engineer..... H. E. Bertram

KBST—Big Springs—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
 Newspaper Affil..... Herald
 Representative Pearson
 Pres., Gen., Sta. Mgr..... William J. Wallace
 Commercial Manager William L. Cox
 Sls. Prom., Pgr. Dir..... J. N. Young, Jr.
 Pub. Dir..... Dorothy Henderson
 Chief Engineer..... Andrew M. Jones

KTXC—Big Springs—1949
MBS

Frequency: 1400 Kc..... Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.



Address..... Big Spring City Park
 Phone: 4-4201..... Air Time: Full Time
 Transcription Service..... World
 News Service..... AP
 Rep..... Hil F. Best, Clyde Melville
 President, Gen. Mgr..... V. T. Anderson

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
 Representative..... Hal Fatter & Co.
 Membership..... RAB, NARTB
 President, Gen. Mgr..... Charles Cain

KHUZ—Borger—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... KHUZ, Inc.
 Business Address..... 1431 Clayton St.
 Phone: BR 3-3744..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... SESAC
 Membership..... NARTB, RAB
 President..... R. G. Hughes
 Sta. Mgr., Prog., Pub. Dir..... Jack Roberts
 Comm., Sls. Prom. Mgr..... A. R. Robertson
 Chief Engineer..... Herman Kreiger

KNEL—Brady—1933—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ruth Burns
 Business-Studio Address..... Gibbons Bldg.
 Phone: 77..... Air Time: Full Time
 Representative..... Hil F. Best
 President..... Gene M. Burns
 Commercial Manager..... J. S. Sloane

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
 Station Rep..... Best, Melville
 Transcription Service..... Lang-Worth
 Representative..... Best, Melville
 General Manager..... R. W. Chapman

KWHI—Brenham—1947

Frequency: 1280 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Tom S. Whitehead
 Business Address..... 108½ Main St.
 Phone: 3655..... Air Time: Daytime
 Transcription Service..... World
 Manager..... Tom S. Whitehead
 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, Thesaurus
 Membership..... NARTB, RAB
 Pres., Sta., Gen., Comm. Mgr..... Mike A. Barrett
 Sales Prom. Mgr..... E. Crawford Taylor
 Program Director..... Dick Aker
 Chief Engineer..... Joe H. Morgan

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..... Sally Hays
 Chief Engineer..... Willis A. Wilson

KBWD—Brownwood—1941 MBS

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. Manager..... Wendell Mayes
 Commercial Manager..... Bill Jamar
 Publicity Director..... Barbara Taylor
 Program Director..... Wendell Mayes, Jr.
 Chief Engineer..... W. O. Stewart

KEAN—Brownwood—1953

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Oper. By..... Lyman Brown Enterprises
 Address..... 2220 Fisk Ave.
 News Service..... AP
 Transcription..... Lang-Worth
 Representative..... Best
 Station Manager..... L. C. Brown

KORA—Bryan—1947—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Bryan Bcstg. Co.
 Bus.Studio Address..... 310 E. 25th St.
 Phone: 3-1240..... Air Time: Full Time
 Station Rep..... Best
 Owner, Gen. Mgr..... David C. Jones, Jr.
 Comm. Manager..... Ed Teer
 Station Manager..... Mike Mistovich

KMIL—Cameron—1955

Frequency: 1330 Kc..... Power: 500 W., d.
 Owned-Oper. By..... Milam Cty. Bcstg. Serv.
 Address..... Box 432
 Phone: 457..... Air Time: Day
 Representative..... Best
 Gen. Mgr., Chl. Eng..... E. G. Abercrombie
 Commercial Mgr..... Joe Liber
 Program Director..... Mrs. E. G. Abercrombie

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Ben L. Parker
 Address: 104 S. 5th St.
 Phone: 434. Air Time: Full Time
 News Service: AP
 Pres., Gen. Manager: Ben L. Parker
 Station Manager: W. H. Herbert
 Comm. Manager: Tom Everitt

KGAS—Carthage—1955

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned-Operated By: Carthage Bcstg. Co.
 Address: 107½ N. St. Mary St.
 Phone: 876. Air Time: Day
 Co-owner, Gen. Mgr.: T. Alford
 Co-owner, Comm. Mgr.: F. E. Barr
 Prog. Dir., Prom. Mgr.: Jack Bell
 Chief Engineer: Dalton Sanders

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: Gill-Perna, Clarke Brown
 Gen., Comm. Mgr.: Tom E. Foster
 Program Director: Tolbert E. Foster
 Chief Engineer: Harlan Riley

**KCTX—Childress—1947
MBS-KBS**

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By: Golden West Bcstg. Co., Inc.
 Bus-Studio Address: 200 Main St.
 Phone: Webster 7-2041. Air Time: Daytime
 News Service: AP
 Transcription Service: World
 Representative: Hil F. Best
 President, Gen. Mgr.: R. Malone Hagan
 Chief Engineer: Clyde Austin

KCAR—Clarksville—1955

Frequency: 1350 Kc. Power: 500 Watts d.
 Owned-Operated By: Texo Bcstg. Co.
 Address: Box 609
 Phone: 58. Air Time: Daytime
 Representative: Best
 News Service: AP
 Transcription: World
 Manager: Robert Wagner
 Comm. Manager: Marion Wagner
 Program Manager: Bill Davis

KCLE—Cleburne—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By: Martl. 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: Cleveland Bcstg. Co.
 Address: Box 487
 Phone: 692. Air Time: Full Time
 Transcription: Capitol
 News Service: AP
 General Manager: Harvard C. Bailes
 Program Director: Cal McAdams
 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
 Manager: Floyd Shelton
 Comm. Manager: Paul Johnson

**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: 66724. Air Time: Daytime
 News Service: AP
 Manager: R. H. Shoffler
 Sta. Mgr.: Richard L. Webb
 Commercial Manager: Elsie Patranella
 Sales Prom. Mgr.: Iris Bullard
 Prog. Dir.: John Scogin
 Chief Engineer: Herbert Mount

**KVMC—Colorado City—1950
KBS**

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned: Colo. City Bcstg. Co.
 Phone: RA 8-3320. Air Time: Daytime
 News Service: AP
 Trans. Ser.: Thesaurus, World
 Representative: Best
 General Manager: Eldon Mahon
 Program Manager: Walter B. Grubbs
 Comm. Mgr.: O. F. Wilkes
 Chief Engineer: Porter Richardson

KMCO—Conroe—1951

Frequency: 900 Kc. Power: 500 Watts d.
 Owned: Montgomery County Bcstg. Co.
 Address: 324½ N. Main
 Phone: 6-4466. Air Time: Daytime
 News Service: AP
 Transcription: Standard, Thesaurus
 Pres., Gen. Mgr.: Reagan Smith
 Prog. Dir.: James C. Dorrell
 Sta., Comm., Mgr.: David L. Oglesby
 Sls. Prom. Mgr.: Lee Meredith
 Pub. Dir.: Hal Coley
 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 Air Time: Daytime
Representative O'Connell
President. Hector DePena
Gen. Mgr., Chief Eng. Mike Ferdin
Program Director. Francisco Grajales

KEYS—Corpus Christi—1941
CBS-MBS

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By Nueces Bcstg. Co.
Address Centre Theatre Bldg.
Phone: 2-7411 Air Time: Full Time
Transcription Service World
Representative Raymer
News Service UP
Membership NARTB
General Manager E. C. Hughes
Sta., Mgr. Allan Dale
Comm. Mgr. Bill Keck
Sls. Prom. Mgr. Jo Ann Childress
Prog., Pub. Dir. Alan Heacock
Chief Engineer Harold Griffith

KRIS—Corpus Christi—1937
NBC

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Gulf Coast Bcstg. Co.
Address P. O. Box 840
Phone: 4-6354 Air Time: Full Time
News Service AP
Representative. Peters, Griffin, Woodward, Inc.
Pres., Gen., Sta. Mgr. T. Frank Smith
Commercial Manager William Eikner
Program Director Charles Nethery
Publicity Director Jayne Harris
Chief Engineer Don Morris

KSIX—Corpus Christi—1947
ABC

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
President Vann M. Kennedy
Commercial Mgr. Charles R. Manning
Program Director Eugene M. Looper
Sls. Prom. Mgr. Claude Allen
Pub. Dir. J. K. Wright
Chief Engineer Charles Cummins

KUNO—Corpus Christi—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By KUNO, Inc.
Address-Trans. Loc. P. O. Box 4286
Phone: 4-5203 Air Time: Full Time
News Service UP
Representative Everett-McKinney, Inc.
Pres., Gen. Mgr. Leslie C. Smith
Commercial Mgr. Herb Garrett

KWBU—Corpus Christi—1944

Frequency: 1030 Kc. Power: 50 Kw. d.
Owned Baptist Gen. Convention of Texas
Address 402 South Chaparral
Phone: 4-5258 Air Time: Daytime
Representative Branham
General Mgr. Carr D. Collins
Station Mgr. Harry H. Hayes
Program Dir. Bob Allen
Publicity Dir. Harry Hayes
Chief Engineer Paul Waller

KAND—Corsicana—1937
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Allo, Inc.
Bus-Studio Address State Natl. Bank Bldg.
Phone: 2486 Air Time: Full Time
News Service UP
Representative Branham
Membership NARTB
Pres., Gen. Mgr. Luther A. Johnson, Jr.
Vice President Perry Taylor

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
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 DeWitt Cty. Bcstg. Co.
Phone: 5-3430 Air Time: Daytime
Representative Best, Biddick
General Manager A. M. Respondek

KXIT—Dalhart—1948—KBS

Frequency: 1410 Kc. Power: 500 Watts a.
Owned-Oper. By Dalhart Associates
Address Box 1350
Phone: 740 Air Time: Daytime
Representative Best
Transcription Service World
Manager R. J. Beller

KGKO—Dallas—1953

Freq.: 1480 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By Lakewood Bcstg. Co.
Address P. O. Box 11747
Phone: FA-6441 Air Time: Full Time
Representative Forjoe
News Service UP
President H. H. Coffield
General Manager T. A. (Buddy) Harris
Comm. Mgr. Jack Howard
Sls. Prom. Mgr. Bill Edwards
Prog. Dir. Hal Bakke
Pub. Dir. Lu Doucet
Chief Engineer Gordon L. Vaughan

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
 Transcription Service... Standard, Capitol,
 Associated, McGregor, Thesaurus
 Representative... Pearson, Webb
 President... Lee Segall
 Gen., Sta. Mgr... Charles F. Payne
 Comm. Mgr... Cliff Hähne
 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 Bdcstg. Corp.
 Business-Studio Address... 2104 Jackson St.
 Phone: RA. 7121... Air Time: Full Time
 Representative... H.R. Reprs.
 President... B. R. McLendon
 General Manager... Gordon McLendon
 Sta., Mgr... Cecil Hobbs
 Program Director... Bruce Hayes
 Sls. Prom. Mgr... Bill Morgan
 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

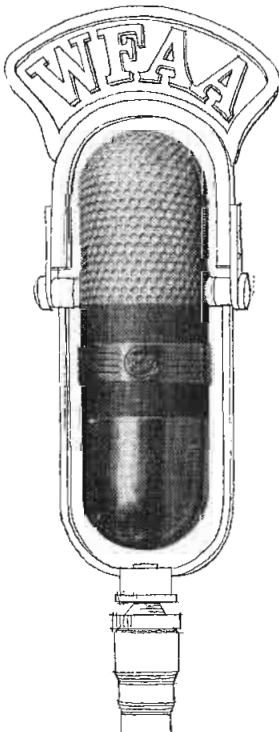
News Service... UP
 Trans. Service... Standard, Thesaurus, SESAC
 Newspaper Affiliation... "Times Herald"
 Representative... Branham
 Membership... NARTB, RAB
 Ch. of the Bd... John W. Runyon
 President... Clyde W. Rembert
 Station Mgr... W. A. Roberts
 Sales Prom. Mgr... A. J. Putnam
 Program Director... Ted Parrino

KSKY—Dallas—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By... SKY Bcstg. Service
 Address... Hotel Stoneleigh
 Phone: RA. 6193... Air Time: Daytime
 Representative... Radio-TV Reprs.
 President... A. L. Chilton
 Gen., Prom. Manager... R. G. Terrill
 Commercial Manager... R. L. Kanatzar
 Prog. Dir... Leonard Holland
 Chief Engineer... Morris M. Ming

WFAA—Dallas—1922 NBC-ABC

Frequency: 820 Kc. Power: 50,000 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
 Newspaper Affil... Morning News
 Representative... Edward M. Petry



Only BIG radio is BIG enough to reach BIG Texas...

Texans are where you find 'em!
 In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.

Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but omits a heap of good people who are able to get their entertainment and information *only* by Radio!

In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.

Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest—or the tail is wagging the cow.

WFAA-820 MARKET

25%-100% NCS Area—SAMS, 1952	
Population	4,259,500
Households	1,302,550
Radio homes	1,276,480
Cons. spendable income	\$5,420,326,000
Retail sales	\$4,489,567,000
Food sales	\$ 996,882,000
Drug sales	\$ 137,145,000
Gen. mdse. sales	\$ 609,665,000
Apparel sales	\$ 200,181,000
Home furnishings	\$ 227,102,000
Automotive sales	\$1,144,213,000

WFAA-570 MARKET

25%-100% NCS Area—A. C. Nielsen, 1952	
Population	2,603,100
Households	804,520
Radio homes	792,110
Cons. spendable income	\$3,395,811,000
Retail sales	\$2,888,483,000
Food sales	\$ 612,416,000
Drug sales	\$ 87,891,000
Gen. mdse. sales	\$ 440,714,000
Apparel sales	\$ 129,616,000
Home furnishings	\$ 149,760,000
Automotive sales	\$ 687,399,000

(Source: SDDS: 1954 CM)

ALEX KEESE, Station Manager
 GEORGE K. UTLEY, Commercial Manager
 EDWARD PETRY & COMPANY—
 National Representative
 RADIO SERVICE OF THE
 DALLAS MORNING NEWS





Membership NARTB, RAB
President E. M. Dealey
General Manager Alex Keese
Natl., Regional Sls. Mgr. George K. Utley
Sales Prom. Mgr. Stanley Radominski
Local Sales Mgr. Karl Lambertz
Publicity Director Barbara Elam
Prog. Dir., Prod. Mgr. Dan Valentine
Chief Engineer Jim Webb Cooper

President Lucian Spencer
General Manager Tom Shaw
Comm. Manager Ken Bishop

WRR—Dallas—1920—MBS

Frequency: 1310 Kc. **Power:** 5000 Watts
Owned-Oper. By City of Dallas
Business Address Fair Park
Phone: TE. 6101. **Air Time:** Full Time
News Service AP
Representative John Blair
Membership NARTB, RAB
Gen., Mgr., Chief Engr. Durward Tucker
Sales Prom. Mgr. Dixie Gibeau
Comm. Mgr. Charles Frauman
Publicity Dir. Louise Vollmer
Program Director Richard Weeks

KERC—Eastland—1953—KBS

Frequency: 1590 Kc. **Power:** 500 Watts d.
Owned-Oper. By Tri-Cities Bcstg. Co.
 of Eastland Cty.
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 Grover Lee
Chief Engineer Dale Chick

KURV—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
Comm. Manager C. B. Conley
Program Director Robert F. Dodson
Chief Engineer I. D. Williams

KDLK—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 UP
General Manager Don R. Howard, Jr.

KULP—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
Station, Comm. Manager V. Frank Jones
Sales Prom. Mgr. Chuck Schwartzkopf
Publicity Director Vernon Schwarz
Program Director Jerry H. Werlla
Chief Engineer Joe H. Miller

KDSX—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. Melville
President, Gen. Mgr. B. V. Hammond, Jr.
Station Mgr. L. L. Hendrick
Comm. Mgr. Bill Jaco
Program Director William A. Duke
Chief Engineer J. P. Knight

KELP—El Paso—1947

Freq.: 920 Kc. **Power:** 1 Kw. d., 500 W. n.
Owned-Oper. By Trinity Bdcstg. Corp.
Address 4530 Delta St.
Phone: 3-3658. **Air Time:** Full Time
News Service UP
Representative H.R.
President G. B. McLendon
Gen., Sta., Mgr. Joe Roddy, Jr.
Comm. Manager J. Gordon Lloyd
Program Director Ed Winton
Chief Eng. Dave Mott

KDNT—Denton—1938

Freq.: 1440 Kc. **Power:** 1 Kw. d., 500 W. n.
Owned-Operated By Harwell V. Shepard
Address Radio Center Bldg.
Phone: 4144. **Air Time:** Full Time
News Service UP
Transcription Service Thesaurus
Membership NARTB, BAB
Owner & Manager Harwell V. Shepard

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
Representative Pearson
General Manager John Thomas

KDDD—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

KROD—El Paso—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Roderick Bcstg. Co.
 Address: Wyoming at Walnut
 Air Time: Full Time
 Membership: NARTB, RAB
 Representative: Branham
 General Manager: Val Lawrence
 Station Mgr.: Bruce Barnard
 Comm. Manager: Tom Wisehart
 Promotion Manager: Ken McClure

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 World
 News Service: AP
 Membership: NARTB
 President: Fred Hervey
 General Manager: Tom R. McKenna
 Station Manager, C. E.: Ed Sullivan
 Commercial Manager: Warren Pullen

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
 Sta., Comm. Mgr., Prog. Dir.: J. B. Chapman
 Publicity Director: John Phelan
 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 St.
 Phone: 555 Air Time: Daytime
 General Manager: Ben L. Parker
 Sta., Comm. Manager: Albert C. Ryan

**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: B. A. Robertson
 Gen., Sta., Comm. Mgr.: Carl Minor, Jr.
 Program Director: Glen Amburn
 Traffic Manager: Ann Whitfill
 Chief Engineer: W. M. Highfill

**KFST—Fort Stockton—1954
KBS**

Frequency: 860 Kc. Power: 250 Watts
 Owned: Fort Stockton Bcstg. Co.
 Address: Springerst Hotel Bldg.
 Phone: 690 Air Time: Daytime
 News Service: AP
 Representative: Hil F. Best
 Membership: NARTB
 General Manager: Ernest A. Stodghill
 Comm. Manager: B. D. Dotson
 Program Director: Joan Whitman
 Chief Engineer: Don 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. Bradley
 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. Manager: Jas. G. Ulmer

KFJZ—Fort Worth—MBS

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By: Tarrant Bcstg. Co.
 Business-Studio Address: 4801 W. Freeway
 Phone: Ed 3474 Air Time: Full Time
 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

KNOK—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., Comm. Mgr.: J. R. Pipes
 Sales Prom. Mgr.: M. A. Cardona
 Program Director: Jerry Thomas
 Chief Engineer: Robert Christian

KXOL—Fort Worth—1947

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.
 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

Frequency: 820 Kc. Power: 50,000 Watts
 Owned-Oper. By... Carter Publications, Inc.
 Business Address 3900 Barnett St.
 Phone: LO-1981... Air Time: Full Time
 News Service AP
 Newspaper Affiliation Star Telegram
 Transcription Service Associated, World
 Representative Peters, Griffin, Woodward, Inc.
 Membership NARTB
 President Amon Carter, Jr.
 Director Harold Hough
 Gen., Sta. Manager George Cranston
 Commercial Manager Roy Bacus
 Program Director A. M. Woodford
 Prom., Pub. Director... Margaret McDonald
 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
 President Arthur Stehling
 Gen. Mgr., Chief Engr. Norbert A. Fritz
 Program Director Mrs. Alene 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
 Representative Best
 President Kelly Bell
 Sta., Gen. Manager Kenneth Ferguson
 Sls. Prom., Comm. Mgr. Clifford Holloway
 Program Director Robert Dickson
 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.
 Phone HO 5-5546
 Representative Clyde Melville
 Membership NARTB, RAB
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.

KGBC—Galveston—1947

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.
 Owned-Oper. By... The Galveston Bcstg. Co.
 Business-Studio Address Box 1138
 Phone: 3-4329... Air Time: Full Time
 News Service AP
 Station Representative John E. Pearson
 Membership NARTB, RAB
 Owner, Manager 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 Box 562
 Phone: 5-6676... Air Time: Full Time
 Representative William G. Rambeau
 President Geo. Roy Clough
 Chief Engineer Lee Clough

KSIJ—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
 President T. W. Lee
 Gen., Comm. Manager 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 425 S. George St.
 Phone: 770... Air Time: Full Time
 News Service AP
 Representative Cooke
 Gen., Comm. Mgr. Lawrence M. Walshak

KSWA—Graham—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By... Southwestair, Inc.
 Address Box 1050
 Phone: 1200... Air Time: Daytime
 News Service UP
 Station Rep. Clyde Melville
 General Manager H. V. Newsom

KGVL—Greenville—1946
MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Truett Klmzey
 Address Box 1015
 Phone: GL 5-1400... Air Time: Full Time
 News Service AP
 Representative Pearson
 Pres., Gen. Manager Leo Hackney
 Program Director James D. Jones
 Chief Engineer Paul Daniels

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
Station Rep. Melville
Owners C. M. Hatch, Coy Perry
General Mgr..... C. M. Hatch
Commercial Mgr..... C. L. Boykin

KGBT—Harlingen—1941
CBS

Freq.: 1530 Kc. Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By ... Harbenito Bcstg. Co., Inc.
Address Highway 83
Phone: 2200..... Air Time: Full Time
Representative H.R. Clarke Browne
President McHenry Tichenor
Gen. Mgr..... Bob McDonald
Comm. Manager..... Ingham Roberts

KGRI—Henderson—1947

Frequency: 1000 Kc. Power: 250 Watts a.
Owned-Oper. By..... Henderson Bcstg. Co.
Business-Studio Address Henderson
Representative Best
Transcription Service..... World, SESAC
President..... Roy B. Cannon
General Manager..... Cliff Crawford

KPAN—Hereford—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By..... Hereford Bcstg. Co.
Address Hereford
Representative Best
President Marshall Formby
Gen. Sta. Mgr..... Clint Formby

KHBR—Hillsboro—1948
KBS

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By.... Hill County Bcstg. Co.
Phone: 2-3431..... Air Time: Daytime
Station Rep..... Best, Melville
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
Owner, Gen. Manager..... Robert C. Meeker
Comm. Manager..... R. E. Mulvey

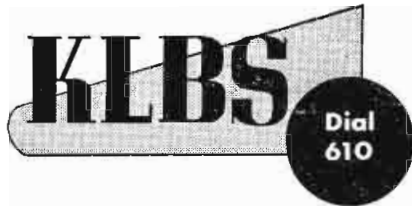
KLBS—Houston—1948—KBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By..... Howard Bcstg. Corp.
Address..... Milby Hotel, Texas Ave.
Phone: CA 7-1161..... Air Time: Full Time
News Service UP
Representative Walker

2 Great Stations

in

2 Great Markets



HOUSTON'S BIG INDEPENDENT
Howard W. Davis,
President



SAN ANTONIO'S BIG INDEPENDENT
Howard W. Davis,
Owner

ASK THE WALKER REPRESENTATION CO., INC

THE **BEST** BUY

THE **BIGGEST** AUDIENCE

IN THE **TREMENDOUS** SOUTHWEST.

K T R H

HOUSTON

Outstanding

IN FARM RADIO AND
FIELD WORK!

Commanding

WITH CBS AND
LOCAL PROGRAMS!

Demanding

IN SALES WITH
LOW COST PER THOUSAND!

50,000 WATTS on 740 KC

REALLY GO PLACES

JOHN BLAIR

—

National Representative

President Howard W. Davis
 General Manager..... Glenn Douglas
 Asst. Gen. Manager..... Bill Pelham

KNUZ—Houston—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Veterans Bcastg. Co.
 Address 4701 Caroline St., Box 2135
 Phone: JA 3-2581..... Air Time: Full Time
 News Service..... UP
 Transcription Service SESAC
 Representative Forjoe
 Membership..... NARTB, RAB
 President..... Max H. Jacobs
 Gen., Sta. Mgr..... David Morris
 Commercial Manager..... Bruno Leonardt
 Sls. Prom. Mgr., Prog. Dir..... Ken Grant
 Publicity Director..... Doris D. McCall
 Chief Engineer..... J. E. Martin

KPRC—Houston—1926—NBC

Frequency: 950 Kc..... Power: 5000 Watts
 Owned-Oper. By The Houston Post Co.
 Address P. O. Box 1234
 Phone: MA 3-9271..... Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Newspaper Affil..... Post
 Membership NARTB, RAB
 Representative Edw. Petry & Co.
 President W. P. Hobby
 Gen., Sta. Mgr..... Jack W. Harris
 Commercial Manager Jack McGrew
 Promotion Manager..... Kirt Harriss
 Program Director..... Lee Norton
 Publicity Director..... Ednah Forester
 Chief Engineer..... Harvey Wheeler

KTHT—Houston—1944—MBS

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Texas Radio Corp.
 Business Address..... 4005 Travis St., Box 3011
 Phone: KE 3-5535..... Air Time: Full Time
 News Service UP
 Representative Raymer
 President Robert Straus
 Gen., Comm., Sta. Mgr..... Sam H. Bennett
 Prog. Dir..... Johnny Goodman
 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: CApital 7-4361..... Air Time: Full Time
 News Service..... AP, INS
 News, Aifil..... The Chronicle
 Transcription Service SESAC
 Representative John Blair
 Membership NARTB
 President B. F. Orr
 General Manager..... W. C. Bryan
 Commercial Manager..... Ray Bright
 Promotion Mgr..... Helen Bender
 Program Director Tom Jacobs
 Engineers Tom Hiner

No Matter How You Look at it...

When You Buy Radio (Morning, Noon, or Night), it's...

K-RNUZ

RADIO RANCH

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

IN HOUSTON

LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

NATIONAL REP.: FORJEO AND COMPANY
 IN HOUSTON: DAVE MORRIS, KE-2581

KXYZ—Houston—1930—ABC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone: Capitol 2-6151 Air Time: Full Time
 News Service UP
 Transcription Service World, Capitol
 Representative Avery-Knode
 Membership NARTB, RAB
 President Glenn H. McCarthy
 General Manager Fred Nahas
 Station Manager Ted Hills
 Program Director Ken Duran
 Prom., Pub. Director Phil Snyder
 Chief Engineer Gerald R. Chinski

KYOK—Houston—1954

Frequency: 1590 Kc. Power: 5 Kw.
 Owned KYOK, Inc.
 Address 412 Main St.
 Phone: Capitol 7-3108 Air Time: Full Time
 News Service UP
 Station Rep. Pearson-Dora-Clayton
 President Jules J. Paglin
 General Manager Stanley W. Ray, Jr.
 Station Manager John W. Watkins
 Sls. Prom., Pub. Director Dave Shaffer
 Comm. Manager Robert Mabry
 Chief Engineer Frank J. Holik

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
 President M. B. Cauthen
 Gen., Sta. Mgr. Roy Greer
 Prog. Dir., 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
 Transcription World
 News Service UP
 President, Gen. Mgr. Bill A. Laurie
 Commercial Manager Jerry D. Spencer
 Station Manager Mrs. Emo Laurie
 Program Director Emo Laurie
 Chief Engineer Dave Schmidt, Jr.

KTXJ—Jasper—1948—KBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By Jasper Bcstg. Co.
 Address P. O. Box 6090
 Phone: 583 Air Time: Daytime
 President Joe J. Fisher
 Gen., Station Mgr. H. G. Pendergast

Commercial Manager L. G. Robinson
 Publicity Director W. K. Poston
 Program Dir. James Brasher
 Chief Engineer Fred B. Smith

KMBL—Junction—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Kimble County Bcstg. Co.
 Address Flct Rock Lane
 Phone: 70 Air Time: Full Time
 Station Rep. Best
 General Mgr. Farrell M. Brooks

KENN—Kenedy—1954

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Charles W. Balthrope
 Address Box 990
 Phone: 990 Air Time: Daytime
 Representative Melville
 News Service AP
 Manager Ed C. Balthrope
 Program Director Chuck Martin

KERB—Kermit—1950

Frequency: 600 Kc. Power: 1000 Watts d.
 Owned-Oper. By KERB, Inc.
 Address Hwy. 302
 Phone: 3481 Air Time: Daytime
 Transcription Service Thesaurus, SESAC
 President George H. Cook
 General Manager Myrl Stein
 Comm. Manager Bert Webb

KERV—Kerrville—1948

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
 Manager A. G. Rodgers

KOCA—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., Manager H. A. Degner
 Commercial Manager Wayne Douglas
 Sls. Prom. Mgr. John Cook
 Chief Engineer Karem Soule

KLEN—Killeen—1955

Frequency: 1050 Kc. Power: 250 W., d.
 Owned-Operated By Highlite Bcstg Co.
 Address Box 24
 Phone: 1-6361 Air Time: Day
 Pres., Gen. Comm. Mgr. A. W. Stewart
 Program Director Herb Jepko
 Promotion Manager Sue Evans

KINE—Kingsville—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... KINE, Inc.
 Address..... 205 E. King Ave.
 Phone: 2-2822..... Air Time: Daytime
 News Service.....UP
 Representative..... Hil F. Best
 Membership..... NARTB
 General Manager..... Ben A. Glusing
 Comm., Sta. Mgr..... Eston R. Pace

KPET—Lamesa—1946—KBS

Frequency: 690 Kc..... Power: 250 Watts
 Operated By..... Lamesa Bcstg. Co.
 Business Address..... 502 South 1st St.
 Phone: 690..... Air Time: Full Time
 Membership..... NARTB
 Gen., Comm. Manager..... Bob Bradbury

KCYL—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

**KVOZ—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

KLVT—Levelland—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Herald Bcstg. Co.
 Address..... P. O. Box 866
 Phone: 1031..... Air Time: Full Time
 News Service.....AP
 Transcription..... World, Thesaurus, SESAC
 Membership..... NARTB
 General Manager..... Joe Garrison
 Program Dir., Chief Eng..... Gil Patschke
 Commercial Mgr..... Bobby Garrison

**KVOW—Littlefield—1947
 KBS**

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southwestern Bcstrs.
 Business Address..... Littlefield
 Air Time..... Full Time
 Membership..... NARTB
 Owners..... J. B. McSham, J. C. Rothwell
 General Manager..... J. B. McSham

**KFRO—Longview—1934
 ABC-KBS**

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Voice of Longview
 Address..... Curtis Bldg., P. O. Box 792
 Phone: Plaza 3-4461..... Air Time: Full Time
 News Service.....AP
 Transcription Service..... Lang-Worth
 Representative..... Donald Cooke
 Membership..... NARTB, RAB
 President..... James R. Curtis
 Commercial Mgr..... John Allen
 Program Director..... Howard Kuhn
 Chief Engineer..... Leslie Hellum

KLTI—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..... Thesaurus, Standard
 Representative..... Pearson
 President..... R. G. LeTourneau
 Sta., Gen. Manager..... James W. McClain
 Program Director..... J. Spence
 Publicity Director..... D. Saylor
 Chief Engineer..... Ken Maxwell

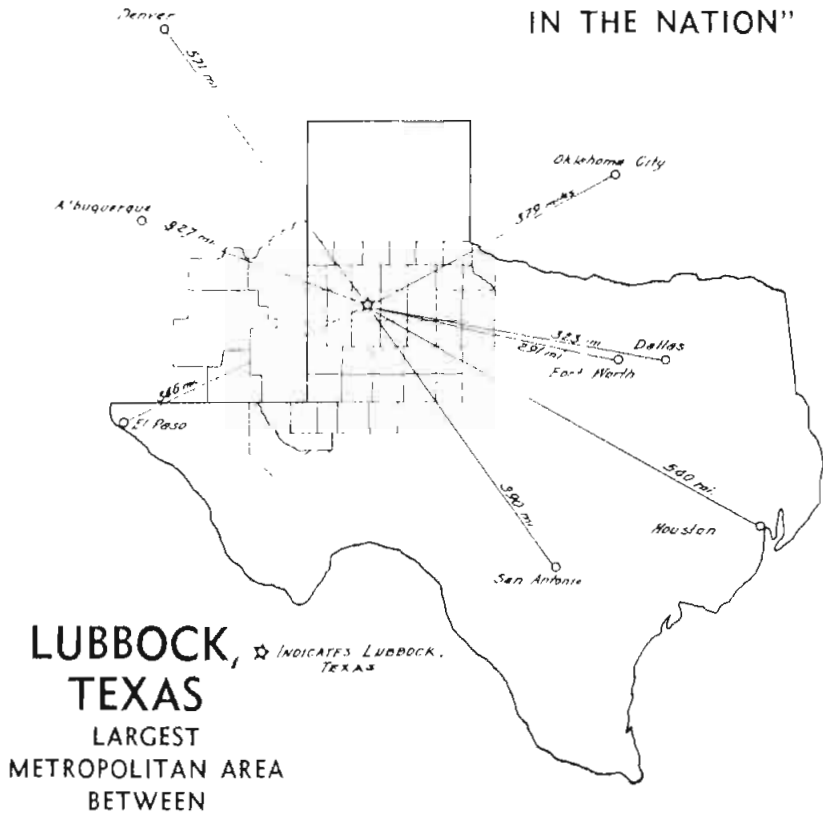
KDAV—Lubbock—1953

Frequency: 580 Kc..... Power: 500 Watts
 Owned..... KDAV, Ltd.
 Address..... Box 1319
 Phone: SH. 4-4567..... Air Time: Daytime
 News Service.....UP
 Station Representative..... Pearson
 Membership..... NARTB
 Gen., Sta. Manager..... D. P. Pinkston
 Commercial Manager..... Ralph Cercy
 Sls. Prom. Mgr..... Gerald Sanders
 Publicity Director..... Al Everest
 Prog. Dir., Chief Engineer..... Walt Lawson

KDUB—Lubbock—1954

Frequency: 1340 Kc..... Power: 250 Watts
 Owned & Oper. By..... Texas Telecasting Inc.
 Address..... 7400 College Avenue
 Phone: SHERwood 4-2345... Air Time: Full Time
 Representative..... Avery-Knodel
 Transcription..... Standard
 Pres., Gen. Manager..... W. D. Rogers
 Station Manager..... John Kreiger
 Sls. Prom. Mgr..... W. H. Shipley
 Program Director..... John O'Brien
 Publicity Director..... Jack McElrath
 Chief Engineer..... Ruby Starnes

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OKLAHOMA CITY AND EL PASO — 556 MI.

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1000 WATTS

NBC

OWNED AND OPERATED BY

CAPROCK BROADCASTING

National Representative — PAUL H. RAYMER

GEO. L. TARTER
VICE PRES. — SALES

PHONE

• Sherwood 4-1414 •

RAY POINDEXTER
NATL. SALES MGR.

"YOUR BEST RADIO BUY IN LUBBOCK"

KCBD—Lubbock—1946—NBC

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By.....Caprock Bcstg. Co.
 Address P. O. Box 1507
 Phone: 4-1414 Air Time: Full Time
 News Service UP, AP
 Transcription Service Standard
 Representative Raymer
 Membership NARTB, RAB
 President Joe H. Bryant
 Asst. Gen. Manager..... Robert L. Snyder
 Sta., Comm. Manager..... Charles Diegel
 Program Director..... Al Goodnight
 Nat'l Sls. Mgr..... Ray Poindexter
 Chief Engineer..... Frank Lee

KFYO—Lubbock—1927—CBS

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..Plains Radio Bcstg. 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
 Publicity Director..... Dan Tarpley
 Chief Engineer..... W. S. Bledsoe

KSEL—Lubbock—1946—ABC

Freq. 950 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By..... Lubbock Bcstg. Co.
 Business Address..... Box 1524
 Phone: PO 3-0484 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Rambeau, Melville
 Membership RAB
 General Manager..... M. M. Rochester
 Business Manager..... W. N. McDowell
 Sales Manager..... R. C. Hughes
 Prog. Director..... D. G. Opheim

KLLL—Lubbock—1953—KBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By..... KLLL, Inc.
 Address..... Great Plains Life Bldg.
 Phone: PO 3-1911 Air Time: Daytime
 Representative Indie
 News Service UP
 Membership NARTB
 Pres., Gen. Manager..... R. B. McAlister
 Station Manager..... E. E. Mark
 Chief Engineer..... Glenn Smith

**KRBA—Lufkin—1938
 ABC-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Darrell E. Yates
 Address Lufkin
 Representative Continental Radio Sales
 Owner, Prom. Mgr..... Darrel E. Yates

KTRE—Lufkin—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By..... Forest Capitol Bcstg. Co.
 Address P. O. Box 701
 Phone: 3-7771 Air Time: Full Time
 News Service AP
 Transcription Service World
 Rep..... Venard, Rintoul & McConnel, Melville
 Membership NARTB
 President R. W. Wortham, Jr.
 Gen., Sta. Mgr..... Richman G. Lewin
 Commercial Manager..... Royce Christenson
 Sales Prom. Mgr., Pub. Dir..... Jean Garrett
 Program Director..... Boyd Porter, Jr.
 Chief Engineer..... Fred C. Hill

KMLW—Marlin—1953

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By..... KMLW, Inc.
 Address Box 335
 Phone: 6-2551 Air Time: Daytime
 General Manager..... Hugh McBeath
 Commercial Mgr..... Duane W. Ramsey
 Program Director..... Jerry S. Hughes

KMHT—Marshall—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... Marshall Bcstg. Co.
 Bus.-Studio Address.. Marshall Nat. Bank Bldg.
 Phone: 5-7826 Air Time: Full Time
 General Manager..... Virgil Stone
 Commercial Manager..... H. A. Bridge
 Chief Engineer..... Don Shepard

**KRIO—McAllen—1947
 ABC-MBS**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By..... Valley Bdcstng Co.
 Business Address..... 1201 W. Lancaster Ave.
 Phone: 6-5454 Air Time: Full Time
 Representative Everett-McKinney
 Membership RAB
 President..... Gene L. Cagle
 VP..... Charles B. Jordan
 General Manager..... 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 Service UP
 President..... Jack W. Hawkins
 General Manager..... Gene Hendryx

KMAE—McKinney—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned..... McKinney Air Enterprises, Inc.
 Bus.-Studio Address..... 218 E. Virginia St.

Air Time.....Daytime
 Owner.....George W. Smith, Jr.
 Comm. Manager.....Melvin Belew
 General Manager.....Mrs. Denise Smith
 Program Director.....C. W. Rampy

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
 Representative.....John E. Pearson
 President.....Clarence Scharbauer, Jr.
 Gen., Sta. Mgr.....Wallace R. Jackson
 Comm. Mgr.....Eleanor McDonald
 Sls. Prom. Mgr.....Joe Talley
 Program Director.....Dean Orton
 Publicity Director.....Jonn Drummond
 Chief Engineer.....Tom Yates

KJBC—Midland—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Jack Cecil
 Address.....S. Lamesa Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....Best
 Membership.....NARTB
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil
 Commercial Mgr.....Naomi Boswell
 Program Director.....Keith Ward

KORC—Mineral Wells—1946
KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By.....I. Elroy McCaw
 Address.....Crazy Hotel
 Phone: 319.....Air Time: Daytime
 Transcription Service.....World
 Representative.....Continental, Melville
 General Manager.....Harry A. Riley

KVKM—Monahans—1946
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Monahans Bcstrs., Inc.
 Address.....1118
 Phone: 438.....Air Time: Full Time
 News Service.....UP
 Membership.....NARTB
 Representative.....Hil F. Best
 Pres., Gen., Sta. Manager.....J. R. Rucker
 Comm. Sls. Prom. Manager.....G. C. Greenlee
 Prog., Pub. Director.....P. A. Smith
 Chief Engineer.....W. R. Mettler

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 Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 Owner, Gen., Sta. Mgr.....Winston O. Ward
 Commercial Manager.....Derral Tucker
 Program Director.....Ruby Stanley

KOSF—Nacogdoches—1947
ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Kelly Bell
 Address.....300 E. Main St.
 Phone: 4-4633.....Air Time: Full Time
 News Service.....UP
 General Manager.....J. C. Stallings

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. Manager.....Wilbur C. Fouts

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

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
 General Manager.....Ben Nedow
 Program Director.....Jim Scott
 Comm. Sls. Prom. Manager.....Roy Elsner
 Publicity Director.....Wynn Alby
 Chief Engineer.....Dave Williams

KOSA—Odessa—1947
CBS

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
 President.....Cecil L. Trigg

Gen. Sta. Manager.....Doyce Elliott
 Program Manager.....John McGowan
 Comm. Mgr., Pub. Director.....Lou Lindsay
 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: 6-6871-2.....Air Time: Full Time
 News Service.....UP
 Representative.....Hil F. Best
 President.....R. O. Canon
 General Manager.....Jack W. Hawkins
 Station Manager.....Marguerite LaRue
 Sls. Prom. Mgr.....Paul Singer
 Program Director.....Jim Simons
 Publicity Director.....Marion McNair
 Chief Engineer.....Harold Whately

KOGT—Orange—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By...Sabine Area Brcstg. Corp.
 Address.....Orange
 Phone: 8-4381.....Air Time: Full Time
 Station Rep.....Best
 Membership.....NARTB, RAB
 President.....M. L. Jacobs
 Exec. V.P., Gen. Manager.....Ed Lovelace
 Commercial Manager.....John Derrick
 Chief Engineer.....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
 Representative.....Hal Falter
 Pres., Gen. Sta. Mgr.....Allen E. Vinson
 Comm., Prom. Mgr.....Milton M. Evans
 Program Directors...Don Norton, Marvin Grain
 Publicity Director.....Errol Coker, Jr.
 Chief Engineer.....James K. Richardson

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.....Lorry 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
 General Manager.....Coy Palmer

Sta. Mgr., Prog. Dir.....Warren Hasse
 Commercial Manager.....Kay Fancher
 Publicity Director.....Henry Gordon
 Chief Engineer.....Bill Spiller

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
 General Manager.....James F. Hendrix
 Assistant Manager.....E. B. Parker

**KPLT—Paris—1936
 ABC**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...No. Star Bcstg. Co., Inc.
 Address.....Hwy. 24
 Phone: 3-3311.....Air Time: Full Time
 Representative.....John E. Pearson
 General Manager.....Fred Kincaid
 Assistant Manager.....Richard Eben

KLVL—Pasadena—1950

Freq: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Felix H. Morales
 Address.....1811 Pasadena Blvd.
 Representative...Oakes, National Time Sales
 General Manager.....Felix H. Morales
 Program Director.....Joe Martinez

**KIUN—Pecos—1935
 MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Jack Hawkins, Barney Hubbs
 Business-Studio Address.....Kiun Bldg.
 Phone: Hickory 5-2497-8...Air Time: Full Time
 News Service.....UP
 Representative.....Hil F. Best
 Membership.....NARTB
 General Manager.....Jack Hawkins
 Station Manager.....David Martin
 Program Director.....Frank Cummings
 Commercial Manager.....Don Boston
 Chief Engineer.....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 Director.....Max McLarty
 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 Director.....Harry W. Carpenter
Sls. Prom. Mgr......Bill Harrell
Chief Engineer.....Hugh Smith

Phone: MO 3-2572.....**Air Time:** Daytime
News Service.....AP
Station Rep......Best
Transcription Service.....World

KBOP—Pleasanton—1950
KBS

Frequency: 1380 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Ben L. Parker
Address.....P. O. Box 247
Air Time.....Daytime
Transcription Service.....World, SESAC
Representative.....Best
News Service.....INS
General Manager.....Ben L. Parker

KFRD—Rosenberg—1948
Frequency: 980 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....P. O. Box 832
Phone: Northfield 2-3776.....**Air Time:** Daytime
Membership.....RAB
President.....Mart Cole
V.P., General Manager.....Jim Hairgrove
Local Sales Manager.....Bill Sloan
Program Director.....Paul Collins
Chief Engineer.....Frank Wood

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, AP
Trans. Ser......Lang-Worth
General Manager.....Socs Vratiss
Station Manager.....Mary A. Petru
Sales Manager.....Bob Tucker

KTLU—Rusk—1955
Frequency: 1580 Kc.....**Power:** 500 W., d.
Owned-Operated By.....E. H. Whitehead
Address.....Box 11
Phone: 533.....**Air Time:** Day
Representative.....Best
President.....E. H. Whitehead
Gen. Mgr......Bob Stabler
Program Director.....Art Holt

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 Manager.....George Crouchet
Prom. Mgr......Mack Newberry
Pub., Program Director.....Corinne Enos
Chief Engineer.....Glenn Boatright

KGKL—San Angelo—1928
ABC
Freq: 960 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KGKL, Inc.
Business-Studio Address.....Box 850
Phone: 6715.....**Air Time:** Full Time
News Service.....AP
Representative.....John E. Pearson
Membership.....NARTB
Pres., General Manager.....Lewis O. Seibert
Commercial Manager.....Ernie Allen
Program Director.....Franklin Rainey
Chief Engineer.....William Poteat

KRWS—Post—1955—KBS

Frequency: 1370 Kc.....**Power:** 500 Watts d.
Owned-Oper. By.....Wallace Simpson
Address.....206 E. Main St.
News Service.....AP
Membership.....NARTB
General Manager.....Bob Garrison
Program Director.....Lou Garrison
Chief Engineer.....Jerry White

KTXL—San Angelo—1947
MBS
Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Wea-Tex Bcstg. Co., Inc.
Address.....1015 E. 28th St.
Trans. Service.....World
Rep......Melville; Venard, Rintoul & McConnell
Membership.....NARTB
General Manager.....J. Harley Hubbard
Radio Director.....Sealy Smith

KOLJ—Quanoh—1952—KBS

Frequency: 1150 Kc.....**Power:** 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address.....Quanoh

KWFR—San Angelo—1954
Frequency: 1260 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Solar Broadcasting Co., Inc.
Address.....421 W. 26th St.
Phone: 2-3388.....**Air Time:** Daytime
News Service.....AP
Representative.....Clarke-Brown
President.....Arthur Foster
General Manager.....Walton Foster
Sales Mcnager.....Max Hinds
Program Director.....Josh Hardin

KPEP—San Angelo—1954

Frequency: 1420 Kc. Power: 1 Kw. d.
Owned By: C. H. Treadway, David Pinkerston
Address: Box 1350
Phone: 2-4524. Air Time: Daytime
Representative: Best
Membership: NARTB
General Manager: C. H. Treadway
Commercial Manager: John Line

KCOR—San Antonio—1945

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned: KCOR, Inc.
Address: 111 Martinez St.
Phone: CA 5-2751. Air Time: Full Time
News Service: UP
Station Rep.: O'Connell; Dora-Clayton
Membership: NARTB, RAB
President: Raoul A. Cortez, Sr.
General Mgr.: Nathan Safir
Station Mgr.: Raoul A. Cortez, Jr.
Comm. Mgr., Pub. Dir.: Bill Lamar
Program Dir.: Oscar Arguendo
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: Ave. E & 3rd St.
Phone: CA 7-8151. Air Time: Full Time
News Service: AP
Newspaper Aftil.: Express, News
Representative: Peters, Griffin, Woodward, Inc.
Membership: NARTB, RAB
President: Frank Huntress, Jr.
General Mgr.: Albert D. Johnson
Commercial Manager: Bill Joekel
Program Director: Harold Carr
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
Asst. Gen. Manager: Louis M. Muro

KITE—San Antonio—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Station KITE
Business-Studio Address: 310 Transit Tower
Phone: Capitol 6-0335. Air Time: Daytime
Representative: Pearson
Pres., Gen. Mgr.: Charles W. Balthrope
Station Manager: Alex A. Coe
Commercial Mgr.: Kelly Wofford
Prog. Mgr.: Stanley F. Nelson
Sls. Prom. Mgr., Pub. Dir.: Glenn Krueger
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
General Manager: James F. Anderson
Station Mgr., Chief Eng.: L. E. Richards
Program Director: Jose Arratia

KMAC—San Antonio—1926

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
General Manager: Howard W. Davis
Program Director: A. S. (Tony) Bessan

KONO—San Antonio—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
Owned-Operated By: Mission Bdcstg. Co.
Address: 317 Arden Grove, P.O. Box 2338
Phone: CA 6-5171. Air Time: Full Time
News Service: AP
Representative: H.R. 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: A. J. Lewis
Chief Engineer: George Inq

KTSA—San Antonio—1928
ABC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By: O. R. Mitchell Motors
Business-Studio Address: Ave. E. & 3rd St.
Phone: Garfield 7-1251. Air Time: Full Time
News Service: AP, UP
Transcription Service: MacGregor, Lang-Worth
Representative: Raymer
President: O. R. Mitchell
Sta., Prom., Comm. Mgr.: Charles D. Lutz
Chief Engineer: W. G. Egerton

WOAI—San Antonio—1922
NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.
Owned-Oper. By: Southland Industries, Inc.
Address: 1031 Navarro St.
Phone: CA 7-4221. Air Time: Full Time
News Service: AP, INS, UP
Representative: Edward Petry & Co., Inc.
Membership: RAB
President: Hugh A. L. Hallif
General Manager: James M. Gaines
Commercial Manager: Rex Prels
Program Director: Robert Reed
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: 2-3545 Air Time: Daytime
Transcription Service: Lang-Worth
Station Representative: Hil F. Best
President: Lawrence Walshak
Vice President: Frank T. Wilson, Jr.
General Manager: Thadis W. Box
Program Director: Edward Ruffin
Publicity Director: Cathy Walls

KWED—Seguin—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Oper. By: Seguin Bdcstg. Co.
Business-Studio Address: 204 S. Camp St.
Phone: 1580 Air Time: Daytime
News Service: UP
Representative: Hil F. Best
President: Garfield Kiel
Comm., Sta. Mgr.: Stan McKenzie
Chief Engineer: Louis Sowder

KSML—Seminole—1954

Frequency: 1250 Kc. Power: 1000 Watts d
Owned-Oper. By: Seminole Bcstrs.
Address: 402 South Main St.
Air Time: Full Time
News Service: UP
Co-Owner: Clint Marshall Formby
General Manager: Hal Blymiller

KSEY—Seymour—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: W. C. Moss, Jr.
Address: Lubbock Hy.
News Service: AP
Transcription Service: Keystone
Station Manager: W. C. Moss, Jr.

**KEVA—Shamrock—1949
KBS**

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By: Shamrock Tex. Bcstg. Co.
Address: Box 21
Phone: 620 Air Time: Daytime
Newspaper Affil.: Texan
News Service: UP
Representative: Best
Gen., Station Manager: Lester H. Campbell
Program Director: Bill B. Day
Chief Engineer: Wayne Johnson

**KRRV—Sherman-Denison
1936—MBS**

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: World

News Service: UP
General Manager: Tom E. Spellman (Sherman)
Commercial Manager: F. Cook (Sherman)
D. Traphagen (Denison)
Program Director: Earl Ellington
Chief Engineer: Tom John

**KTAN—Sherman—1947
KBS**

Frequency: 1500 Kc. Power: 250 Watts d.
Owned Oper. By: Stephenville Bcstg. Co.
Address: P. O. Box 661
Phone: 3366 Air Time: Full Time
News Service: AP
Membership: RAB
Representative: Hil F. Best
General Manager: Jack Reeves

KANN—Sinton—1954

Frequency: 1590 Kc. Power: 1 Kw. d.
Owned: San Patricio Bcstg. Co.
Address: Box 84
Air Time: Daytime
Pres., Gen. Mgr.: Tom C. Fleet
Commercial Mgr.: Princess J. Fleet
Ch. Eng., Prog. Dir.: Ernie Wood

**KSNY—Snyder—1949
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Snyder Bdcstg. Co.
Address: Box 1468
Station Rep.: Continental
Pres., Gen. Mgr.: J. T. Hughes

**KDWT—Stamford—1946
MBS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: David W. Ratliff
Phone: 1400 Air Time: Full Time
Representative: Melville
Pres., Gen., Sta. Mgr.: David W. Ratliff
Comm., Prom. Mgr.: George Morey
Program Director: Tom Hughes
Chief Engineer: George Morey

KSTV—Stephenville—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned: Galen O. Gilbert & J. R. Kincaid
Address: P. O. Box 102
Phone: LI. 3141 Air Time: Daytime
News Service: UP
Trans. Service: Standard
General Manager: Galen O. Gilbert
Commercial Mgr.: Jim Farr
Sales Prom. Manager: John Dyer
Program Director: Bill Bentley
Chief Engineer: Floyd Jeter

**KSST—Sulphur Springs—1947
MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By... Hopkins County Bcstg. Co.
 Business-Studio Address... Radio Road
 Phone: TU 5-3111... Air Time: Full Time
 Pres., Gen., Sta. Mgr.... William E. Bradford
 Comm., Mgr..... Clovis Pinion
 Program Director..... Janice Maddox
 Publicity Director..... M. Thomas
 Chief Engineer..... Bill Bradford

KXOX—Sweetwater—1939
MBS

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 AP
 Representative..... Hil F. Best
 Membership NARTB
 President..... J. S. McBeath
 Gen., Sta. Manager.... Charles W. Stewart
 Comm. Manager..... H. A. Dupree
 Program Director..... B. D. Billingsley
 Chief Engineer..... Walter D. Tabler

KTAE—Taylor—1948—KBS

Frequency: 1260 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... KTAE, Inc.
 Business Address..... 2nd & Porter
 Phone: EL 2-3631..... Air Time: Daytime
 News Service UP
 Transcription Service World
 General Manager.... Graham Gillis Conoley

KTEM—Temple—1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By.... Bell Bcstg. Co., Inc.
 Business-Studio Address..... 17 S. Third St.
 Phone: PProspect 3-5252... Air Time: Full Time
 General Manager..... Dale S. Phares

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 RAB
 Pres., Gen. Mgr..... Paul A. Wnorowski
 Program Director..... Dean Tiller
 Comm. Manager..... Joe MacLemons

KCMC—Texarkana—1932
ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... KCMC, Inc.
 Business-Studio Address..... 317 Pine St.
 Air Time..... Full Time
 Representative Venard, Melville
 Membership NARTB
 General Manager..... Frank O. Myers

KTFS—Texarkana—1946
KBS

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Oper. By..... KTFS, Inc.
 Business-Studio Address... 4395 Stateline Ave.
 Phone: 3-5123..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Indie, Dora-Clayton
 Membership NARTB
 Pres., Gen. Manager..... R. S. Bieloh
 Sta. Mgr., Prog., Pub. Dir..... Les Eugene
 Chief Engineer..... J. H. Crawford

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.
 Air Time..... Daytime
 News Service UP
 Sta. Rep. Best
 Station Manager..... Roy E. Hanson
 Program Director..... Joanne Gilliam

KTUE—Tulia—1954

Frequency: 1260 Kc..... Power: 1 Kw. d.
 Owned-Operated By..... Tulia Bcstg. Co.
 Address..... 110 N. Armstrong
 Representative Best
 News Service UP
 Owners..... Clint and Marshall Formby
 Manager Tom Hulsey

KGKB—Tyler—1930—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lucille Lansing
 Address..... Box 957
 Phone: 2-3874..... Air Time: Full Time
 Transcription Service World
 Representative Pearson
 Membership NARTB
 President..... Lucille Lansing
 General Manager..... Gerry Lansing
 Commercial Manager..... 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
 Sis. Prom. Mgr..... Dcvid Bothwell
 Prog., Pub. Dir..... Arthur Skupsky
 Chief Engineer..... R. A. Wileman

KVOU—Uvalde—1947

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... E. J. & W. J. Harpole
 Address 1400 Batesville Rd.
 Phone: 717..... Air Time: Full Time

News Service UP
 Gen. Mgr. Edward J. Harpole
 Commercial Manager Jack Senter
 Program Director Bill Woods
 Chief Engineer Al Mason

KVWC—Vernon—1939

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Northwestern Bcstg. Co.
 Address 1813 Wilbarger
 Air Time Full Time
 Station Rep. Clark, Melville
 Gen., Comm. Manager James Doyle

KNAL—Victoria—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By Victoria Bcstg. Co.
 Address Box 642
 Phone: HI 3-9176 Air Time: Full Time
 Transcription Service Thesaurus
 Representative **HI F. Best**
 President A. B. Alkek
 Gen., Sta. Manager James A. Traber
 Commercial Mgr. Warren Dentler
 Sls. Prom. Mgr. V. B. Weigand
 Publicity Director R. F. Nance
 Program Director Robert J. Smith
 Chief Engineer Douglas Smith

KVIC—Victoria—1939—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KVIC Bcstg. Co.
 Business Address Box 725
 Phone: 3-9171 Air Time: Full Time
 News Service UP
 Transcription Service World
 Membership RAB
 President J. G. Long
 Gen., Sta., Comm. Mgr. William C. Burks
 Sales Prom. Mgr. Pat Reed
 Program Dir. Wilburn H. Jackson
 Chief Engineer Vic Boldt

KWTX—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 Pearson
 Membership NARTB
 President W. W. Naman
 Gen., Sta. Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Program Director Chuck Hinkle
 Chief Engineer William Moore

WACO—Waco—1922—ABC

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
 Representative Weed, Brown
 Membership RAB
 President Gene L. Cagle

Gen., Sta. Manager R. Lee Glasgow
 Chief Engineer Jack Vinson

KBEC—Waxahachie—1955

Frequency: 1350 Kc. Power: 500 W., d.
 Owned-Operated By Ellis Cty. Bcstg. Serv.
 Address Hwy. 287 E.
 Phone: 1197 Air Time: Day
 Representative Melville
 Pres., Gen. Mgr. W. R. Tuck Jr.
 Commercial Mgr. Gene Stanley
 Chief Engineer Fred Weaver

**KRGV—Weslaco—1927
 NBC**

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 Pearson
 Membership RAB
 Exec. Gen. Manager O. L. (Ted) Taylor
 Executive Director Byron W. Ogle
 General Manager Brad H. Smith
 Comm. Manager Kenneth Markel
 Promotion Director Ted Cressner

**KSYD—Wichita Falls—1947
 ABC**

Freq: 990 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By Grayson Enterprises
 Address City Natl. Bldg.
 Phone: 2-6959 Air Time: Full Time
 News Service UP
 Trans. Ser. World, SESAC
 Station Rep. Venard, Rintoul & McConnell
 Membership NARTB
 President Sydney A. Grayson
 V.P., Sales Manager Bob Cain
 Chief Engineer Mark Webb

**KTRN—Wichita Falls—1949
 MBS**

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Texoma Bcstg. Co.
 Address 917½ Scott St.
 Phone: 2-5214 Air Time: Full Time
 News Service AP
 Representative Pearson
 General Manager Boyd Kelley
 Program Director Bill Edgar

**KWFT—Wichita Falls—1939
 CBS**

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Rowley-Brown Bcstg. Co.
 Business-Studio Address P. O. Box 420
 Phone: 3-4181 Air Time: Daytime
 News Service UP, AP
 Trans. Service Lang-Worth, Cole, Standard
 Station Rep. Blair
 President Kenyon Brown

KBUM—Brigham City—1948 KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Revella M. Bone
Address 948 W. Forest Rd.
Phone: 948 Air Time: Daytime
Owner Ravella M. Bone
General Manager Wade M. Ebeling
Prog. Director Mel Richardson
Chief Engineer Samuel Stevens

KSUB—Cedar City—1937 CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcastg. Co.
Address 189 N. Main St.
Phone: 590 Air Time: Full Time
President Ivor Sharp
Gen., Sta. Manager Arthur Higbee
Sales Manager W. V. Lowe
Program Director Mauray Payne
Chief Engineer Richard Gunn

KLGN—Logan—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.
Owned-Oper. By Atlas Engineering, Inc.
Address 1870 Atkin Ave.
Phone: Ingersol 6-4808 Air Time: Daytime
News Service AP
Representative Weed, Inc.
President, Gen. Mgr. Prof. O. C. Haycock
Station Manager Melvin M. Richardson
Commercial Manager Dee F. Jensen
Program Director Merlin Bowen

KVNU—Logan—1938 MBS-KBS-IMN

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcastg. 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., Sls. Prom. Mgr. Reed Bullen
Commercial Manager W. W. Kirkland
Program Director Morgan White
Chief Engineer DelMont Olesen

KMUR—Murray—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By O. J. Wilkinson
Address 4646 So. State St.
Phone: AMherst 6-4419 Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Membership NARTB
Gen. Mgr. H. W. Pingree
Comm. Mgr. Ted Rogers
Asst. Mgr., Prog. Dir. Mitzi Bailey

KLO—Ogden—1924 MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcastg. Corp.
Address Hotel Ben Lomond
Phone: 5721 Air Time: Full Time
News Service UP
Representative Avery Knodel
Membership NARTB, RAB
President Edris Glasmann
Station Manager Cecil Heffel
Nat'l. Sales Manager Lynn L. Meyer

KOPP—Ogden—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By KOPP, Inc.
Address W. 12th St.
Phone: 4-3476 Air Time: Daytime
News Service UP
Transcription Service Lang-Worth
General Manager L. B. Suttlemyre

KVOG—Ogden—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcastg. Co.
Business Address 1538 Gibson Ave.
Phone: 2-7535 Air Time: Full Time
Representative Webb
News Service AP
Pres., Gen. Mgr. Arch G. Webb
Commercial Mgr. David B. Affleck
Program Director Joseph Critchlow
Chief Engineer Warren Angovin

KOAL—Price—1936 MBS-KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Eastern Utah Bcastg. 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. Wolfrom

KEYY—Provo—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Mid Utah Bcastg. Co.
Address Box 205
Phone: FR 3-2174 Air Time: Full Time
President D. Spencer Grow
Gen. Mgr. E. A. Niehay
Commercial Mgr. Dave Weiser
Program Director Hal Parkes
Chief Engineer Ron Bailie

KIXX—Provo—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned Central & Utah Bcastg. Co.
Address P. O. Box 550
Phone: 2802 Air Time: Full Time
Station Rep. Hellingbery, Webb
Gen. Manager Harold E. Van Wageningen

KOVO—Provo—1939—MBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: KOVO Bcstg. Co.
 Business-Studio Address: 16 E. 3rd N.
 Phone: FRanklin 3-8550. Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, RAB
 President: Clifton A. Tolboe
 General-Station Comm. Mgr.: L. H. Curtis
 Pgm. Dir.: James H. Lawrence
 Publicity Dir.: Wayne Carle
 Chief Engineer: Kenneth O. Hansen

**KALL—Salt Lake City—1945
 MBS-IMN**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By: Salt Lake City Bcstg. Co.
 Business-Studio Address: 146 S. Main St.
 Phone: EM 4-3561. Air Time: Full Time
 Newspaper Affil.: Ogden Standard-Examiner
 Representative: Avery-Knodel, Inc.
 Membership: NARTB, RAB
 Pres., Gen. Sta. Mgr.: George C. Hatch
 Comm. Mgr.: Thomas H. Anderson
 Sls. Prom. Mgr.: E. S. Smith
 Publicity Manager: Ronnie J. McCoy
 Program Director: Clark Lobb
 Chief Engineer: W. D'Orr Cozzens

**KSVC—Richfield—1947
 INTERMOUNTAIN**

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By: Sevier Valley Bcstg. Co.
 Phone: 620. Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Avery Knodel
 Membership: NARTB, RAB
 President: Homer Bandley
 General Manager: Arthur Tucker
 Sales Manager: Ralph Ross
 Nat'l. Scales Manager: Lynn Meyer

**KDYL—Salt Lake City—1922
 NBC**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned: Intermountain Bcstg & Telev. Corp.
 Bus. Studio Address: 130 Social Hall Ave.
 Phone: Davis 2-5681. Air Time: Full Time
 Representative: Katz
 Membership: NARTB, RAB
 President: G. Bennett Larson
 General Manager: Glen Shaw
 Program Director: Des Barker
 Publicity Dir.: Del Leeson
 Chief Engineer: Allan Gunderson

**FOR WORLD-WIDE NEWS . . .
 FOR CLEAR, COMPREHENSIVE
 COVERAGE . . .**

AP

**FOR
 RADIO and TELEVISION**

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

KNAK—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. William Wright
 Program Director Mildred Baker

KSOP—Salt Lake City—1955

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By. Seagull Broadcasting Co.
 Address. Box 2557
 Phone. HU 4-4435
 Air Time. Full Time
 Representative. Gill-Perna
 Membership NARTB
 President. R. E. Winn
 Gen., Station Manager. M. H. Hilton
 Commercial Manager. Henry Hilton
 Sales Promotion Manager. Sam Moll
 Program Director. King Harmon
 Publicity Director. Jim Carroll
 Chief Engineer. Larry Steppe

KSL—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: ELgin 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
 Adm. V.P. Jay W. Wright
 Vice Pres., Sta. Mgr. Eugene M. Halliday
 Sales Dev. Manager. Frank McLatchy
 Sales Manager. Joseph A. Kjar
 Merchandising Dir. Harry G. Fletcher
 Program Director. J. Allen Jensen
 Prom. Manager. Robert G. Murdock
 Chief Engineer. Vincent Clayton

KLUB—Salt Lake City—1938

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. KLUB Radio Co.
 Business-Studio Address. 179 Social Hall Ave.
 Phone: Davis 2-2505. Air Time: Full Time
 News Service UP
 Transcription Service. Standard
 Representative. Hollingbery
 Membership NARTB
 President, General Mgr. Frank C. Carman
 Commercial Mgr. Allan Thomas

KWHO—Salt Lake City—1955

Frequency: 860 Kc. Power: 1 Kw., d.
 Owned-Operated By. W. W. Phillips
 Address. 343 S. State St.
 Phone: Elgin 9-0191. Air Time: Day
 President. W. W. Phillips
 Prog. Dir., Prom. Mgr. Ray Servatius
 Chief Engineer. Carl Spencer

KVEL—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
 Manager. Lee Walker

VERMONT

Pop. Feb. 1, 1956 (Est.) 385,000—Families 108,000
 Radio Homes 103,000—TV Homes 73,267—Stations in State 13

WBTV—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
 Station Manager. Ben A. Hubley

WTSB—Brattleboro—1950
ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Tri-State Area-Bcstg. Corp.
 Address. Box 819
 Phone: ALpine 4-4567. Air Time: Full Time
 News Service UP
 Representative. Walker
 President. Theodore Feinstein
 Gen., Sta., Comm. Mgr. Phillips Terhune
 Publicity Director. Robert Farson
 Prog. Dir., Chief Engineer. Edward D. Somes

WCAX—Burlington—1931
CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By. WCAX Radio, Inc.
 Business-Studio Address. 135 Main St.
 Phone: BU 2-5761. Air Time: Full Time
 News Service UP
 Transcription Service. SESAC
 Representative. Weed
 Membership NARTB, RAB
 President. C. P. Hasbrook
 Station Manager. C. W. Grinnell
 Chief Engineer. James W. Tierney

WDOT—Burlington—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned. WDOT, Corp.
 Address. 109 S. Winoski Ave.
 Phone: 2-5776. Air Time: Full Time
 Transcription. SESAC
 News Service. UP
 Membership. NARTB

Station Representative..... McGillvra, Walker
 President, Gen. Sta..... Vcl Carter
 Commercial Manager..... V. J. D'Acuti
 Sls. Prom., Prog. Dir..... Don Bartlett
 Chief Engineer..... Roger Laroche

WJOY—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
 News Service..... AP
 Representative Everett-McKinney, Kettel Carter
 Membership..... RAB, NARTB
 Station Manager..... Alfrede E. Spokes

WSKI—Montpelier-Barre
1947—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Montpelier-Barre Bcstg. Co.
 Bus. Address. Union Mutual Bldg., Montpelier
 Phone: CA 3-5275..... Air Time: Full Time
 News Service..... AP
 Representatives... Nona Kirby, W. S. Grant
 President..... C. W. Grinnell
 General Manager..... Harry C. Perrigo

WIKE—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..... RAB
 Reps..... McGillvra, Walker, Alexander
 President..... E. Dean Finney
 Gen. Mgr., Chief Eng..... Donald Thurston
 Program Director..... William Graham

WHWB—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
 Representatives... Nona Kirby, Gill-Perna
 General Manager..... John H. Bennett

WSYB—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
 Representative..... McGillvra, Walker
 Gen., Comm. Manager..... Philip Weiss
 Business Manager..... J. H. Weiss

WWSR—St. Albans—1941

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
 Representative..... Walker
 General Manager..... Lloyd Squier
 Comm. Manager..... Richard W. Hill

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Twin State Bcstrs, Inc.
 Address..... Concord Ave.
 Phone: 2344..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus, World
 Membership..... NARTB, RAB
 Representative..... McGillvra, Walker
 Pres., Gen. Mgr..... E. Dean Finney

WNIX—Springfield—1954

Frequency: 1480 Kc..... Power: 1 Kw.
 Owned..... Conn. Valley Bcstg. Co., Inc.
 Address..... 106 Park St.
 Phone: TU 5-4514..... Air Time: Daytime
 News Service..... UP
 Trans. Ser..... Thesaurus
 Station Rep..... McGillvra, Walker
 President..... E. Dean Finney
 Manager..... Ken Greene
 Program Director..... Allen Davis

WDEV—Waterbury—1931
MBS-YANKEE

Frequency: 550 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Lloyd E. Squier
 Address..... 9 Stowe St.
 Phone: CHerry 4-7321..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World
 Representative..... Everett-McKinney
 Membership..... RAB
 General Manager..... Lloyd E. Squier
 Comm. Mgr., Pgm. Dir..... Craig S. Parker
 Chief Engineer..... Warren Chase

For World-Wide News . . .
For Clear, Comprehensive
Coverage . . .

AP

FOR
RADIO and TELEVISION

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

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
News Service AP
Pres., Gen. Mgr. Carl L. Lindberg
Commercial Mgr. John C. Moran

WARL—Arlington—1946

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By No. Virginia Bcstrs., Inc.
Bus. Studio Address 5232 Lee Hway.
Phone: KE. 6-9000 Air Time: Daytime
General Manager Cy Blumenthal
Assistant Mgr. Ray Armand
Comm. Mgr. G. A. Crump

WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By Arlington Fairfax Bcstg. Co.
Address 1300 G. St. N.W.
Phone: Republic 7-7161 Air Time: Full Time
News Service AP
President Harold H. Thoms
Gen., Sta., Comm. Mgr. Sidney Mageloff

WBLT—Bedford—1950

Frequency: 1350 Kc. Power: 1 Kw. d.
Owned-Oper. By Bedford Bcstg. Corp.
Address P. O. Box 406
Phone: 8245 Air Time: Daytime
News Service AP
Transcription Service Thesaurus
Membership NARTB
Pres., Gen., Sta. Mgr. J. E. Synan
Commercial Manager Douglas S. Catlin
Program Director Robert A. Scott, Jr.
Chief Engineer J. P. Loughlin

WLSB—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By Gap Bcstg. Co.
Address Intermont Heights
Phone: 960 Air Time: Daytime
News Ser. AP
Trans. Ser. World
Membership NARTB, RAB
Gen., Comm. Manager W. H. Wren, Jr.
Prom. Director Ruth Jensen

WKLW—Blackstone—1947 MBS

Frequency: 1490 Kc. Power: 250 watts
Owned-Oper. By Blackstone Bcstg. Corp.
Address Community Bldg.
Phone: 478 Air Time: Full Time
Transcription Service Thesaurus
Representative Interstate United Newspapers
News Service AP
President, Gen. Mgr. H. L. Umstead
Chief Engineer Cosby A. Draper, Jr.

WCYB—Bristol—1946—ABC

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

WFHG—Bristol—1946—MBS

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By Bristol Bcstg. Co.
Address P. O. Box 799
Phone: 3620 Air Time: Full Time
News Service UP
Membership NARTB
Trans. Ser. Thesaurus, Standard
Station Rep. Walker, Dora-Clayton
General Manager W. C. Nininger
Commercial Manager Jack Martin

WCHV—Charlottesville—1933 ABC

Frequency: 1260 Kc. Power: 1 Kw.
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
Owner Charles Barham, Jr.
Gen., Sta., Comm. Mgr. Robert C. Walker
Prog., Pub. Dir. R. G. Sketchley, Jr.
Promotion Manager Charles Smith
Chief Engineer Ken Colby

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, Lang-Worth
Station Representative Walker
Membership RAB
Pres., Gen. Mgr. Donald G. Heyne
Comm. Mgr. Thomas M. Behrendt

WBCR—Christianburg—1954

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By Montgomery Bcstg. Co.
Phone: EV 2-4063 Air Time: Daytime
Representative Indie Sales
News Service AP
Transcription Service Lang-Worth
President Dr. Vernon H. Baker
Gen., Comm. Manager Durwood Powell

WCFV—Clifton Forge—1950

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
 General Manager...John I. Hanly

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
 Representative...Devney
 Transcription Service...Thesaurus
 Membership...NARTB
 Gen., Bus. Manager...Earl M. Key

WSVS—Crewe—1946

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
 President...Calvin S. Willis
 VP & Gen. Mgr...John E. Sadler
 Sales Manager...Freeman H. Stewart
 Station Manager...F. H. Watkins
 Prog. Director...Robert B. Richards

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...Leonord T. Preston
 Gen., Sta., Comm. Mgr...John T. Rogers
 Sls. Prom. Mgr., Prog. Dir...Mark Anders
 Publicity Director...Ann Rogers
 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
 Representative...Gill-Perna
 President...L. N. Dibrell
 Vice President...Landon R. Wyatt
 General Manager...Milton Adams
 Comm. Manager...George Lund
 Program Director...Anthony Naylor

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...Thesaurus
 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...Jeff Waugh
 Program Director...Richard Campbell
 Chief Engineer...Howard Clendenon

WEVA—Emporia—1952

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Operated By...Stone Bcstg. Corp.
 Address...Washington St. & Florida St.
 Phone: 2133...Air Time: Daytime
 Trans. Ser...Thesaurus
 News Service...AP
 Pres., Gen. Mgr...M. E. Stone
 Station Manager...A. L. Drew

WFCR—Fairfax—1955

Frequency: 1310 Kc. Power 500 W. d.
 Owned-Operated By...OK Bcstg. Co.
 Address...984 Radcliffe Dr., Alexandria
 Partners...A. Kellar, G. Olsson

WFAX—Falls Church—1948
 KBS

Frequency: 1220 Kc. Power: 500 Watts d.
 Owned-Operated By...Lamar A. Newcomb
 Address...Tower Square
 Phone Number...Jefferson 2-0900
 General Manager...Lamar A. Newcomb
 Comm. Mcnagr...Jack James

WFLO—Farmville—1947

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By...Colonial Bcstg. Co.
 Business Address...118 W. Third St.
 Representative...Clark
 General Manager...Carla B. Keys
 Station Manager...John D. Wilson

WFVA—Fredericksburg
 1939—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Fredericksburg Bcstg. Corp.
 Business Address...707 Princess Anne St.
 Phone: ESsex 3-7721...Air Time: Full Time
 News Service...UP
 Membership...NARTB
 Exec. Vice-Pres...Richard Lewis
 Gen., Sta., Comm. Mgr., Ch. Eng...J. C. Morgan
 Sls. Prom. Mgr...Jack Turner
 Program Director...Arch Harrison

WFTR—Front Royal—1948
KBS-MBS

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 Service World
Membership NARTB
General Manager. Kenneth Gordon
Program Director. Tom Gibson

WBOB—Galax—1946
MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By. Carroll-Grayson Bcstg. Corp.
Address. Poplar Knob Rd.
Phone: 2921. Air Time: Daytime
Manager. Joseph P. Crockett
Sales Manager. Brice J. Parks

WNRG—Grundy—1955

Frequency: 1250 Kc. Power: 1 Kw. d.
Owned-Oper. By. Va.-Ky. Bcstg. Co., Inc.
Address. Box 1072
Phone: Webster 5-7581. Air Time: Day
President. H. G. Dotson
Gen. Mgr., Chief Eng. D. B. Jordan

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.

WSVA—Harrisonburg—1935
NBC

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
Owner-Oper. Shenandoah Valley Bcstg. Corp.
Business-Studio Address. Box 789
Phone: 4-4431. Air Time: Full Time
News Service UP
Transcription Service World
Representative (Eastern) Pearson
Membership NARTB, RAB
President. Frederick L. Allman
Sales Manager. Howard C. Evans

WHAP—Hopewell—1949
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. The Hopewell Bcstg. Co.
Business Address. Box 621
Phone: 801. Air Time: Full Time

News Service UP
Transcription Service Thesaurus
Representative Indie Sales
Pres. C. S. Willis
V.P. & Gen., Sta. Mgr. J. E. Sadler
Comm. Manager. Sally Lowry
Sales Prom. Manager. Lloyd Browning
Prog., Pub. Director. Wm. R. Craig
Chief Engineer. Everett Wilson

WRLE—Lexington—1948
NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Rockbridge Bcstg. Co.
News Service AP
Representative Indie Sales
Membership NARTB
Gen., Comm. Manager. Milton B. Henson
Program Director. Joseph E. Lynn, Jr.

WLVA—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
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NARTB
President. Edward A. Allen
Gen., Comm. Manager. Philip P. Allen
Sls. Prom., Prog. Dir. Warren Uthal
Chief Engineer. John T. Orth

WWOD—Lynchburg—1947
NBC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Cy Bahakel Stations
Address. P. O. Box 1300
Phone: 2-3441. Air Time: Full Time
News Service AP
Transcription Service Thesaurus World
Representative Walker
Membership NARTB
Asst. Gen. Manager. Frank Tirico
General Manager. Cy N. Bahakel
Comm. Manager. Henry Hughes

WMEV—Marion—1948
ABC-KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Mountain Empire Bcstg. Corp.
Address. Park Boulevard & Rt. 737
Phone: 3-9001. Air Time: Daytime
News Service AP
Transcription Service World
Representative Indie Sales
Membership NARTB, RAB
Pres., Gen., Comm. Mgr. Robert C. Wolfenden
Sta., Sls. Prom., Pub. Dir. R. C. Wolfenden
Pgm. Dir. Stella D. Wolfenden
Chief Engineer. Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc. Power: 500 Watts
 Owned. Mecklenburg Bcstg. Corp.
 Address. Box 1284
 Phone: 9811. Air Time: Daytime
 News Service UP
 Trans. Ser. Lang-Worth
 Representative Stars National
 Membership NARTB
 Pres., Gen. Mgr. John W. Shultz
 Pub. Dir., Comm. Mgr. Charles F. Adams
 Promotion Manager Thomas W. Patterson
 Program Director Mrs. Grace P. Vram
 Chief Engineer T. E. Tatum

**WMVA—Martinsville—1941
 NBC-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Martinsville Bcstg. Co., Inc.
 Address Chatham Heights
 Phone: 2152. Air Time: Full Time
 News Service AP
 Representative W. S. Grant
 Membership NARTB
 President H. Grady Moore
 Gen., Sta. Manager Maynard E. Dillaber
 Commercial Mgr. Lester Williams
 Sls. Prom. Mgr. J. W. Bouldin, Jr.
 Program Director Barbara Zimmerman
 Chief Engineer B. E. Boyer

WSIG—Mount Jackson—1954

Frequency: 790 Kc. Power: 1 Kw.
 Owned. Richard F. Lewis, Jr.
 Address WSIG, Bldg.
 Phone: 790. Air Time: Daytime
 News Service UP
 Gen., Comm. Mgr. H. T. Van Derwerker
 Program Director "Shorty" King

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
 President H. J. Romanus
 General Manager Tom Hicks
 Commercial Mgr. John Holland

WACH—Newport News—1947

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
 President John Doley
 General Manager H. A. Seville

**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: MA 2-3353. Air Time: Full Time
 News Service AP
 News. Affil. Daily Press, Times-Herald
 Transcription Service AMP
 Representative Gill-Perna
 Membership NARTB, RAB
 President William R. Van Buren, Sr.
 Gen. Manager Edward E. Bishop
 Station Manager Dan E. Hydrick
 Commercial Manager Jack Whitehead
 Sls. Prom., 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 WURL, Arlington, Va.
 Phone: KE 6-9000. Air Time: Daytime
 News Service UP
 President Cy Blumenthal
 General Manager George Crump
 Station Manager Bill Davis
 Commercial Manager Roy LaMere
 Program Director Art Barrett
 Chief Engineer Ted Spivey

WLOW—Norfolk—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Winston-Salem Bstg. Co., Inc.
 Bus.-Studio Addr. 21st & Manteo Sts., Norfolk
 Phone: Madison 7-5677. Air Time: Full Time
 News Service UP
 Representative Venard, Rintoul & McConnell
 President James Coan
 General Manager W. M. Carpenter
 Prog. Dir. Robert G. Drepperd
 Pub. Dir. Nancy Fentress
 Chief Eng. Howard Hatcher

WNOR—Norfolk—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Norfolk Bcstg. Co.
 Address 1019 Boissevain Ave.
 Air Time Full Time
 Transcription Service Lang-Worth
 Representative Weed
 President Louis H. Peterson
 Gen. Manager Earl Harper

WRAP—Norfolk—1952

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Rollins Bcstg., Inc.
 Address 300 Portlock Bldg.
 Phone: MADison 7-8307. Air Time: Full Time
 Representative Pearson, Rollins
 President O. Wayne Rollins
 Manager James H. Mayes, Jr.

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
 News Affil. Norfolk Newspapers, Inc.

MembershipNARTB, RAB
 RepresentativeEdward Petry
 Pres., Gen. Mgr.....Campbell Arnoux
 Gen. Sales Mgr.....Robert M. Lambe
 Radio Sls. Mgr.....Jack Black

WNVA—Norton—1945
MBS-KBS

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Blanfox Radio Co., Inc.
 Business-Studio Address.....Norton, Ky.
 Air Time.....Daytime
 Pres., Gen. Mgr.....Richard B. Helms
 Station Mgr.....Jack T. Helms

WJMA—Orange—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..James Madison Bcstg. Corp.
 Phone: 7263.....Air Time: Full Time
 Transcription Service.....World
 President.....W. A. Sherman, Jr.
 Gen., Comm. Mgr.....Joe E. Cole

WCLA—Petersburg—1955

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...Harry A. Epperson, Jr.
 Address.....Archer Ave., Colonial Hts., Va.
 Phone: RE 2-3478.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Mgr., Owner.....Harry A. Epperson, Jr.
 Program Director.....Olive P. Epperson
 Promotion Manager.....Ray Frazier

WSSV—Petersburg—1945
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Southside Virginia Bcstg. Corp.
 Business-Studio Address.....112 W. Tabb St.
 Phone: 3881.....Air Time: Full Time
 President.....Louis H. Peterson
 General Manager.....Ray L. Moss

WAVY—Portsmouth—1943
NBC

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Portsmouth Radio Corp.
 Address.....709 Boush St., Norfolk
 Phone: EX 7-3488.....Air Time: Daytime
 RepresentativeBurn-Smith
 President.....Hunter C. Phelan
 Gen., Sta. Mgr.....Carl J. Burkland
 Comm., Sls. Prom. Mgr.....H. Stanley
 Prog., Pub. Dir.....E. G. Sheridan
 Chief Engineer.....William Manrov

WPUV—Pulaski—1946
KBS

Frequency: 1580 Kc.....Power: 5000 Watts

Owned-Oper. By.....Southwest Bcstg. Corp.
 Phone: 3-3931.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeDora-Clayton
 Pres., Gen. Mgr.....Mason C. Deaver
 Asst. Mgr.....John A. Columbus
 Commercial Manager.....Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Highlands Bcstg., Inc.
 Phone: 2461.....Air Time: Full Time
 MembershipNARTB, RAB
 Transcription Service.....Thesaurus
 RepresentativeZimmer
 President.....Perry E. Gresham
 Gen., Sta., Comm. Mgr.....Wendell H. Siler
 Pub. Dir., Sales Prom. Mgr.....Ben Johnson
 Prog. Dir., Chief Engr.....L. Mills

WRIC—Richlands—1951
KBS

Frequency: 540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Cinch Valley Bcstg. Corp.
 Address.....Richlands
 Phone: 450.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Thesaurus, World
 MembershipNARTB, RAB
 Gen. Mgr., Prog. Dir.....Lindy Seamon
 Commercial Manager.....Robert Haynes
 Prog., Pub. Dir.....David Taylor

WANT—Richmond—1951

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Oper. By.....United Bcstg. Co.
 Address.....513 E. Main St.
 Rep.....United Bcstg., Harlan Oakes
 PresidentRichard Eaton
 Gen. Mgr.....Richard Scheele

WLEE—Richmond—1945
NBC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Business-Studio Address...6200 Broad St. Road
 Phone: 88-2837.....Air Time: Full Time
 News ServiceAP
 RepresentativeForJoe
 MembershipRAB
 President.....Thomas G. Tinsley, Jr.
 Gen. Mgr.....Irvin G. Abeloff
 Station, Commercial Mgr.....H. L. Hudson
 Program Director.....S. A. Ludgate
 Chief Engineer.....Thomas J. Kita

WLLY—Richmond—1955

Frequency: 1320 Kc.....Power: 1000 Watts
 AddressHotel Richmond
 Air Time.....Daytime

WMBC—Richmond—1926

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
 Commercial Mgr.: Walter A. Bowry, Jr.
 Program Director: Frank Wilson
 Sls. Prom. Mgr., Pub. Dir.: John V. Shand
 Chief Engineer: James Kyle

WRNL—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
 Trans. Serv.: Standard, Thesaurus, SESAC
 Representative: Edward Petry
 Membership: NARTB
 President: D. Tennant Bryan
 Station Manager: E. S. Whitlock
 Sales Manager: Frank Soden
 Prod. Mgr.: Charles R. Maillet
 Program Director: Howard Hamrick
 Publicity Director: Miss Fan Cox
 Chief Engineer: W. M. Hunter

WRVA—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: John B. Tansey
 Asst. Gen. Mgr.: W. R. Preston
 Sales Manager: Harold Barre
 Promotion Manager: Jack Stone, Jr.
 Program Manager: Raymond L. Kennedy
 Production Manager: Harold Phillips
 Business Manager: Barron Howard
 Pub. Rel. Mgr.: W. R. Bishop
 Chief Engineer: David C. Woods

WXGI—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: Burn-Smith
 News Service: AP
 President: Douglas H. Robertson
 General Mgr.: David M. Wilburn

WDBJ—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
 News. Affil.: Times, World News
 Transcription Service: World
 Representative: Peters, Griffin, Woodward, Inc.
 Membership: NARTB, RAB
 President: M. W. Armistead, III
 General Manager: Ray P. Jordan
 Commercial Manager: John W. Harkrader
 Program Director: Paul E. Reynolds
 Sales Director: Frank E. Koehler
 Publicity Director: Katherine Griffey
 Chief Engineer: J. Edward Newman

WRIS—Roanoke—1953

Frequency: 1410 Kc. Power: 5000 Watts d.
 Owned: Roanoke Independent Bcstrs. Inc.
 Address: Box 702
 Phone: 2-3131 Air Time: Daytime
 News Service: AP
 General Mgr.: Cy Bahakel
 Asst. Gen. Mgr.: Frank Tirico

WROV—Roanoke—1946
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: WROV Bcstrs., Inc.
 Bus. Studio Address: 15th & Cleveland Ave.
 Phone: 3-4444 Air Time: Full Time
 News Service: UP
 Representative: Burn-Smith
 Gen., Comm. Mgr.: Burton Levine
 Sales Manager: Raymond Bentley
 Chief Engineer: Steve Hart

WLSL—Roanoke—1940
 NBC-MBS

Frequency: 610 Kc. Power: 1000 Watts
 Owned: Shenandoah Life Stations, Inc.
 Business Studio Address: Radio-TV Center
 Phone: 4-9227 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, RAB
 President: Paul C. Buford
 Exec. Vice President: James H. Moore
 Prom. Mgr.: F. L. Corstaphney
 Commercial Manager: Horace Fitzpatrick
 Sls. Prom. Dir.: C. R. Garrison
 Program Manager: G. W. Chernault, Jr.
 Chief Engineer: J. P. Briggs

WHLF—South Boston—1947
 ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Halifax Bcstg. Co.
 Air Time: Full Time
 News Service: AP
 Membership: RAB, NARTB
 Transcription Service: World
 Gen., Comm. Mgr.: John L. Cole, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By... Old Belt Bcstg. Corp.
Address... South Hill
Phone: 230... Air Time: Daytime
News Service... AP
Transcription Service... Lang-Worth
Membership... NARTB
President... C. D. Pennington, Jr.
Gen., Sta., Comm., Sls. Prom. Mgr... W. Hofler
Publicity, Program Director... A. W. Walthall
Chief Engineer... Charles E. Brown

WAFB—Staunton—1954

Frequency: 900 Kc. Power: 1 Kw. d.
Owned... Am. Home Bcstg. Corp.
Address... P. O. Box 396
Phone: 6-0100... Air Time: Daytime
News Service... UP
Trans. Ser... SESAC
Station Rep... Clark
Membership... NARTB
General Manager... J. L. McFarland

WTON—Staunton—1946

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... Lang-Worth
Membership... NARTB
General-Station Mgr... Charles P. Blackley
Comm.-Sales Prom. Mgr... Charles F. Seebeck
Program Director... James H. Wooddell
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.
Air Time... Full Time
Representative... Sears & Ayer
General Mgr... Fred L. Hart

WBOF—Virginia Beach—1954

Frequency: 1600 Kc. Power: 1 Kw.
Owned... Va. Beach Bcstg. Corp.
Address... Box 36
Phone: 1217... Air Time: Daytime
News Service... AP
Membership... NARTB
Pres., Gen., Sta. Mgr... Leo Hoarty

Prog. Dir... Bruce Miller
Comm., Prom. Mgr... Wade Williams
Pub. Dir... John Keyes
Chief Engineer... Jack Garrison

WNNT—Warsaw—1949

Frequency: 690 Kc. Power: 250 Watts d.
Owned... No. Neck & Tidewater Bcstg. Co.
Address... Warsaw
Phone: ED. 3-6900... Air Time: Daytime
News Service... UP
Transcription Service... Standard
Pres., Gen., Sta. Mgr... Grayson Headley
Commercial Mgr... Ruth R. Rouzie
Sls. Prom. Mgr., Pub. Dir... Pat Parker
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
Rep... Donald Cooke
Membership... NARTB
Pres., 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., Inc.
Business Address... Box 605
Phone: Mohawk 2-4855... Air Time: Full Time
News Service... UP
Membership... NARTB
President... Richard Field Lewis, Jr.
Gen., Sta., Comm. Mgr... James Holder
Sls. Prom. Mgr... Wally Hankin
Program Director... Phil Potter
Chief Engineer... Phil Whitney

WYVE—Wytheville—1949

KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By... Wythe County Bcstg. Co.
Address... P. O. Box 534
Phone: CApitol 8-3185... Air Time: Daytime
News Service... UP
Membership... NARTB
Transcription Service... Lang-Worth
President, Gen. Mgr... A. M. Gates, Jr.
Commercial Manager... Frank Foy Lindamood
Chief Engineer... Jack Fleming

KBKW—Aberdeen—1949
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address.....701 E. Heron St.
News Service.....AP
Transcription.....World
Representative.....Feltis Paschall
Membership.....NARTB
President.....Archie Taft, Jr.
Manager.....Mahlon R. Taft

KXRO—Aberdeen—1927
MBS-KBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone: AB. 4098. Air Time: Full Time
News Service.....UP
Rep.....Moore-Lund, Walker, O'Connell
Transcription Service.....Lang-Worth
Membership.....NARTB, RAB
President.....Harry R. Spence
General Manager.....Fred G. Goddard
Station Mgr.....John B. Waitkus
Program Director.....Phillip M. Wacker
Comm. Mgr.....Roy Johnson
Sales Prom. Manager.....Monte Cook
Publicity Director.....Fred Hepner, Jr.
Chief Engineer.....Philip 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 Service.....UP
Newspaper Affil.....Burley (Id.) Herald,
St. Helena (Ore.) Mist
Rep.....Headley Reed; Hunt; Moore-Lund
President.....Jessica L. Longston
Gen. Station Mgr.....James Hamstreet
Commercial Manager.....John DiMeo
Publicity Dir.....Dorothy Jacobson
Sls. Prom. Mgr.....B. Lundgren
Program Director.....Ed Triplett
Chief Engineer.....Donald R. Pinney

KVOS—Bellingham—1927
ABC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1151 Ellis St.
Phone: 790. Air Time: Full Time
News Service.....UP
Representative.....Forjoe, Moore & Lund
President.....Rogan Jones
Gen. Sta., Comm. Mgr.....Alex de Schweinitz
Prog., Pub. Dir.....Haines Fay
Chief Engineer.....John Price

KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Bruce Bartley
Address.....205 Wash. Ave.
Phone: Essex 7-3995. Air Time: Full Time
News Service.....UP
Station Rep.....Feltis
Membership.....RAB
Owner.....Bruce Bartley
Manager.....Link Perry
Sales Mgr.....Rondy Archer

KELA—Centralia-Chehalis
1937—MBS-DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P.O. Box 720, Centralia
Phone: Centralia, PE 6-3321. Air Time: Full Time
News Service.....UP
Rep.....Moore-Lund, Walker, Western Radio Sls.
Membership.....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 Younghans
Publicity Director.....Don Berry
Chief Engineer.....Lloyd Hannah

KITI—Chehalis-Centralia
1954

Frequency: 1420 Kc. Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Phone.....Sherwood 8-3379
Newspaper Affil.....Daily Chronicle
News Service.....UP
Transcription.....World
Representative.....Best; Moore; Feltis; Cox
Membership.....RAB
Pres., Gen. Sls. Prom. Mgr.....D. Whitman
Commercial Manager.....Donald M. Heinen
Chief Engineer.....Harold C. Singleton

KCLX—Colfax—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address.....Box 710
Phone: 780. Air Time: Full Time
News Service.....AP
Representative.....Best; Moore-Lund
Owner, Gen. Sta. Mgr.....Adrian De Vries
Publicity Dir.....Ross Pellerin
Chief Engineer.....E. V. McVay

KCVL—Colville—1955—KBS

Frequency: 1480 Kc. Power: 1 Kw. d.
Owned-Operated By.....Colville Bcstg. Co.
Address.....Mantz & Rickey Rd.
Phone: 990. Air Time: Daytime
Representative.....Best
News Service.....UP
General Manager.....Merle B. Petersen
Commercial Manager.....J. P. Esvelt

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
 Owned...Garden of the King Enterprises, Inc.
 Phone: Lincoln 3133.....Air Time: Daytime
 News Service.....AP
 Transcription.....SESAC
 President.....Mike Martin
 Manager.....A. Orville Helgeson
 Program Director.....Gerald Swanson

KXLE—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
 Transcription Service.....Associated, World
 Representative.....McGillvra
 Membership.....NARTB
 President.....Goodwin Chase, Jr.
 Gen., Sta. Manager.....Joe Kendall
 Commercial Manager.....Bill Hanning
 Sls. Prom. Mgr.....Bill Allen
 Publicity Director.....Ron Forsell
 Chief Engineer.....Robert I. Sampson

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By...Columbia Basin Bcstg. Co.
 Phone: 4-4686.....Air Time: Daytime
 News Service.....UP
 Transcription.....Standard
 Membership.....NARTB, RAB
 General Manager.....Bob Moore
 Sales Manager.....Bob Osland

KRKO—Everett—1920

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
 Representative.....McGillvera, Moore & Lund
 Membership.....RAB
 General Manager.....William R. Taft
 Sales Manager.....Warren Johnson
 Chief Engineer.....Dave Foley

**KFDR—Grand Coulee—1950
 KBS**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ralph A. Nachtmann
 Address.....Box 395
 Phone: 322.....Air Time: Full Time
 News Service.....UP
 Representative.....Moore-Lund; Best
 General Manager.....R. A. Nachtmann
 Program Director.....Alcvin Theisen
 Chief Engineer.....Raymond Groff

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...N.W. Public Services, Inc.
 Address.....P. O. Box 90
 Phone: GArden 3-4900.....Air Time: Full Time
 News Service.....UP

Representative.....Feltis, Ayres, Best
 President.....Roscoe A. Day, Jr.
 General Manager.....John Carlson
 Program Director.....Lowell Gibson
 Chief Engineer.....Paul Johnson

KWIE—Kennewick—1949

Frequency: 610.....Power: 5000 Watts
 Owned-Oper. By.....KWIE, Inc.
 Address.....11 S. Cascade St.
 Phone: Justice 2-5115.....Air Time: Full Time
 Representative...Moore-Lund, Robert Meeker
 Membership.....NARTB
 President, Gen. Mgr.....Harold A. Clark
 Comm. Mgr., Chief Eng.....C. J. McCredie
 Program Director.....Mar. Jean Matthews

**KNBX—Kirkland—1949
 KBS**

Frequency: 1050 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Eastside Bdcstg. Co.
 Address Trans. Loca.....Civic Center
 Phone: VA. 1201.....Air Time: Daytime
 News Service.....UP
 Representative.....Best
 Presidents...L. N. Ostrander, W. A. Chamness
 General Manager.....G. A. Wilson
 Comm. Mgr.....John G. Joachims
 Sls. Prom. Mgr.....W. D. Love
 Program Director.....William S. McMillan
 Publicity 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.....Box 31
 Phone: HA 3-1210.....Air Time: Daytime
 News Service.....INS
 Partners...W. Gordon Allen & John Truhan
 General Manager.....Arne G. Peterson
 Commercial Manager.....Lowell Bryan
 Program Director.....Jim Jones
 Chief Engineer.....Kenneth Vancel

**KWLK—Longview—1938
 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
 Transcription Service.....World
 Representative.....W. S. Grant; Moore-Lund
 Membership.....RAB
 General Manager.....Bob L. Moran

KSEM—Moses Lake—1947

Frequency: 1470 Kc.....Power: 1 Kw.
 Owned-Operated By.....KSEM, Inc.
 Address.....Box 276
 Phone: Ro 5-3441.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Jessica Longsten

General Manager.....James Hanstreet
 Station Manager.....James Schroeder
 Program Director.....Fram King
 Commercial Manager.....Roy Robinson
 Sls. Prom. Mgr.....Bill Utsunomiya
 Publicity Director.....Al Morris
 Chief Engineer.....Earl Bayne

Sls. Prom. Mgr.....Dick Wood
 Chief Engineer.....Robert Rockne

KBRC—Mount Vernon—1946

Freq: 1430 Kc. Power: 1 Kw. d. 500 Watts n.
 Owned-Operated By.....Beckley Radio Co.
 Bus. Studio Address.....P.O. Box 240
 Phone: GA 4-2430. Air Time: Full Time
 Representative.....Moore-Lund, McGillvra
 Pres., Gen. Sta. Mgr.....Leo H. Beckley
 Commercial Mgr.....Frank Snyder
 Pub., Dir., Prog. Dir.....Joe Arney
 Chief Engineer.....Walt Bjerke

KONP—Port Angeles—1945
KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Pacific, Inc.
 Bus. Studio-Transmitter Address.....313 W. First
 Representative.....Moore & Lund
 Membership.....RAB
 Pres., General Mgr.....C. N. Webster
 Station Manager.....Keith Patterson

KGY—Olympia—1922
MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Tom Olsen
 Address Trans. Loca.....Rockway Leland Bldg.
 Phone: Fleetwood 6-6636. Air Time: Full Time
 News Service.....AP
 Newspaper Affil.....News
 Representative.....George Clark, Art Moore
 Membership.....RAB, NARTB
 General Manager.....Tom Olsen
 Sta., Comm. Mgr.....Elmer J. Holmberg
 Sls. Prom., Prog Dir.....Don Jones
 Publicity Director.....Robert Cummings
 Chief Engineer.....Charles A. Roark

KOFE—Pullman—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Bayton & Hicks
 Address.....Pullman-Colfey Hy.
 Membership.....RAB
 Station Rep.....Ayres, Best
 Station Mgr.....J. Ronald Bayton
 Commercial Mgr.....John R. Puckett
 Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1952
KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Henry Perozzo
 Address.....P. O. Box 271
 Phone: 5-7711. Air Time: Full Time
 Manager.....Henry Perozzo

KOMW—Omak—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By.....KOMW, Inc.
 Business-Studio Address.....Omak
 Phone: 00. Air Time: Daytime
 News Service.....UP
 Representative.....Feltis; Ayres
 Membership.....NARTB
 President.....R. L. McNett
 General Manager.....Dean Nichols

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
 President.....Joe Chytil
 Gen., Sta. Comm. Mgr.....Lee Stottlemire
 Sls. Pro. Mgr. Prog., Pub. Dir.....Clayton Stewart
 Chief Engineer.....Robert Sheetz

KZUN—Opportunity—1955

Frequency: 1270 Kc. Power: 1 Kw. d.
 Owned-Oper. By.....Voice of Spokane Valley
 Address.....E. 3811 9th, Spokane
 Partners.....R. L. Swartz, A. MacKelvie,
 H. G. Olsen

KLAN—Renton—1952

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Interlake Bdcstg. Corp.
 Address Trans. Loca.....Box 449
 Phone: OL 8245. Air Time: Part
 President.....Raiph Sander
 General Mgr.....Clifford H. Hansen
 Commercial Mgr.....Ray Pounder
 Program Director.....Jack L. Tregellas
 Chief Engineer.....James McGavick

KPKW—Pasco—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Western Radio Corp.
 Address.....Chase & "A" Sts.
 Phone: Liberty 7-3337. Air Time: Full Time
 News Service.....UP
 Representative.....Feltis
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....V. B. Kenworthy
 Sta. Mgr., Prog. Dir.....Walter Mott
 Commercial Manager.....Jerry Hawkins

KALE—Richland—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By.....KALE, Inc.
 Address.....P. O. Box 367
 Phone: RL 4-3180. Air Time: Full Time
 Representatives.....O'Connell, Kinkaid
 President.....R. S. McCaw
 Gen., Comm. Mgr.....L. G. Dix

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
 President..... Jessica L. Longston
 Exec. Vice-Pres..... R. E. Pollock
 Gen., Sta. Mgr..... Rod McCandle
 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, INS
 Membership NARTB, RAB
 President..... Mrs. A. Scott Bullitt
 V.P., Gen. Mgr..... Otto P. Brandt
 Sta. Sales Mgr..... Frederick Von Hofen
 Merchandise Manager..... G. W. Parker
 Pub. & Prom. Mgr..... M. A. Anderson
 Operations Manager..... J. R. French
 Chief Engineer..... James D. Middlebrooks

KIRO—Seattle—1927—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
 Transcription Columbia
 Representative. Peters, Griffin, Woodward, Inc.
 Membership NARTB
 President, Gen. Mgr..... Saul Haas
 Comm. Manager..... William F. Tucker
 Station Manager..... Lincoln W. Miller
 Publicity Director..... John Shield
 Program Director..... Warren McCloy
 Chief Engineer..... James Uptiegrove

KJR—Seattle—1923

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper... Mt. Rainier Radio & TV Bcstg.
 Business-Studio Address... 2600 26 Ave. S.W.
 Phone: Holly 5100. Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership RAB
 Pres., Gen Mgr..... Lester M. Smith
 Commercial Manager..... Gaylen S. Blackford
 Pgm. Director..... Homer Pope
 Chief Engineer..... Don M. Anderson

KOL—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

President..... Marie S. Taft
 General Manager..... Archie Taft, Jr.
 Commercial Manager..... Gil Bond
 Program Director..... Phyllis O. Miller
 Chief Engineer..... Perry Lind

KOMO—Seattle—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By... Fisher's Blend Station, Inc.
 Bus-Studio Address..... 100 4th Ave. No.
 Phone: SE. 6000. Air Time: Full Time
 News Service UP
 Transcription Service..... Associated
 Representative NBC Spot Sales
 Membership NARTB, RAB
 President..... O. W. Fisher
 General Manager..... W. W. Warren
 Sales Manager..... King Mitchell
 Sis. Prom. Mgr..... Bill Cathey
 Program Manager..... F. J. Patterson
 Chief Engineer..... C. E. Miller

KTW—Seattle—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned..... The First Presbyterian Church
 Address..... 7th Ave. & Spring St.
 Phone Number..... Mutual 1250
 Air Time Shared
 Gen. Mgr., Ch. Eng..... James S. Ross
 Comm. Mgr., Prog. Dir., Mgr... Don Bevilacqua
 Sis. Prom. Mgr..... Bill Lehnoff
 Publicity Dir..... Neil Burmester

KVI—Seattle—1929—MBS

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 Reprs.
 Membership NARTB
 President, Gen. Mgr..... Mrs. Vernice Irwin
 Commercial Mgr..... Earl T. Irwin
 Program Dir..... Harry Long
 Chief Engineer..... D. M. McDonough

KXA—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 Meeker
 Membership NARTB, RAB
 President..... Wesley I. Dumm
 Vice-Pres., General Manager... Hugh A. Smith
 Prog. Dir., Chief Engineer.... John Dubuque

KGA—Spokane—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By... Bankers Life and Casualty
 Bus-Studio Address..... 4444 Lawrence Ave.
 Phone: KE 0631. Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 Representative Venard

President..... John MacArthur
 General Manager..... Dick Godon
 Sales, Prom. Mgr..... Irv Prell
 Program Director..... Bob Liddle
 Chief Engineer..... Val Strange

KHQ—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..... Muzak
 Representative..... Katz
 Membership..... NARTB, RAB
 Pres., Gen. Sta. Mgr..... Richard O. Dunning
 Comm. Mgr., Prog. Dir..... J. Birney Blair
 Sls. Prom., Pub. Dir..... Rex Gerlach
 Chief Engineer..... A. G. Sparling

**KNEW—Spokane—1947
 MBS-DON LEE**

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Inland Empire Bcstg. Co.
 Address..... 57th & Helena
 Phone: Keystone 9363..... Air Time: Full
 Representative..... Weed
 Membership..... NARTB
 Pres., Gen. Mgr..... Burl C. Hagadone
 Station Manager..... C. E. Rodell

KREM—Spokane—1947

Freq.: 970 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Louis Wasmer
 Address..... 4103 South Regal
 Phone: Keystone 0466..... Air Time: Full Time
 News Service..... AP
 Membership..... RAB
 Representative..... Forjoe
 Owner..... Louis Wasmer
 Gen., Sta., Comm. Mgr..... Robert H. Temple
 Program Director..... E. A. Moseley
 Chief Engineer..... Homer W. Mead

KSPO—Spokane—1922

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Williams and Cody
 Address, Trans. Loca..... Realty Bldg.
 Phone: Riverside 8033..... Air Time: Full Time
 Membership..... NARTB
 Station Rep..... Paschall
 General Mcnager..... Gene Williams

**KXLY—Spokane—1922
 CBS**

Frequency: 920 Kc..... Power: 5,000 Watts
 Owned-Oper. By..... No. Pacific Radio Corp.
 Address..... Television Center
 Phone: Madison 1218..... Air Time: Full Time
 Rep..... Avery-Knodel; Moore & Lund
 General Manager..... Richard E. Jones
 Sales Mgr..... James Agostino
 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: 5 Kw.
 Owned..... Tacoma Radio Corp.
 Address..... 914½ Broadway
 Phone: FU. 1581..... Air Time: Full Time
 Representative..... Avery Knodel
 Pres., Gen. Sta. Mgr..... J. Archie Morton
 Commercial Manager..... R. T. McKenzie
 Prom., Pub. Dir..... Gene Dryden
 Program Director..... Clair Weidenaar
 Chief Engineer..... John Rybo

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..... Gill-Perna, Moore
 Membership..... NARTB
 President, Gen. Mgr..... Jerry Geehan
 Station, 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..... Lang-Worth
 Newspaper Affil..... News Tribune
 News Service..... AP, UP
 Membership..... NARTB, RAB
 Representative..... Weed
 General Manager..... Len Higgins
 Commercial Mgr..... John Upham
 Program Director..... Don St. Thomas
 Chief Engineer..... Max H. Bice

**KENE—Toppenish—1954
 KBS**

Frequency: 1490 Kc..... Power: 150 Watts
 Owned..... Radio Bcstrs., Inc.
 Address..... P. O. Box 350
 Phone: 5-7272..... Air Time: Full Time
 News Service..... UP
 Representative..... Ayres
 Gen., Comm. Mgr..... V. E. Sawyer

KHFS—Vancouver—1954

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned-Oper. By Western Bcstg. Co.
 Address: 5500 Fourth Plain Road
 Phone: OXford 3-2565 Air Time: Daytime
 General Manager: Ralph C. Weagant
 Commercial Manager: Ernest Crater
 Sls. Prom. Mgr.: Jack Nino
 Chief Engineer: Howard Bryce

KVAN—Vancouver—1939

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By KVAN, Inc.
 Studio Address: 707 Main St.
 Phone: OX. 4-3325 Air Time: Full Time
 Newspaper Affil.: Coos Bay Times
 News Service: UP
 Representative: Bolling
 Membership: RAB, NARTB
 President: Sheldon F. Sackett
 General Station Mgr.: Jack Irvine
 Comm. Mgr.: Bob Davis
 Chief Engineer: Leo Erickson

KTEL—Walla Walla—1946
 ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walla Walla Bcstg. Co.
 Address: Book Nook Bldg.
 Air Time: Full
 News Service: AP
 Membership: RAB
 Transcription Service: World
 Representatives: Grant, West Coast Sales
 Pres., Gen. Mgr.: Jack Keating
 Sales Manager: Don Harris

KUJ—Walla Walla—1928
 MBS-DON LEE

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: Forjoe, Moore-Lund
 Membership: NARTB
 President: H. E. Studebaker
 Manager: Tom Haveman

KPQ—Wenatchee—1929
 ABC-NBC

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
 Representative: Forjoe
 Pres., Sta., Gen. Mgr.: James W. Wallace
 Prom., Comm. Mgr.: Pat O'Halloran
 Program Director: Dorothy Lee
 Publicity Director: Janis Owings
 Chief Engineer: George Fresse

KWNW—Wenatchee—1948
 MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Wenatchee Broadcasters
 Address: P. O. Box 1510
 Phone: Normandy 2-7135 Air Time: Full Time
 Rep.: McGillvra, Feltis
 General Mgr.: Stuart S. Marcus
 Station Manager: 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
 Rep.: Weed & Co., Moore & Lund
 President: A. W. Talbot
 Radio Manager: Thomas C. Bostic
 Commercial Mgr.: W. B. Hansen
 Sales Manager: C. C. Cartony
 Sls. Prom. Mgr.: Ed Neltner
 Program Director: Don White
 Publicity Director: Ed Morrissey
 Chief Engineer: Harry Helm

KIT—Yakima—1929
 ABC-NBC-KBS

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
 Representative: Branham
 President: Carl E. Haymond
 Gen., Sta. Mgr.: James A. Murphy
 Com., Prom. Mgr.: Jack H. Goetz
 Chief Engineer: H. B. Murphy

KUTI—Yakima—1955

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Independent Broadcasters
 Address: Box 261
 Phone: 2-6900 Air Time: Daytime
 Representative: Forjoe
 President: W. N. Nelskog
 Gen., Sta. Mgr.: P. M. Crain
 Comm. Mgr.: R. R. Fleming
 Sls. Prom., Pub. Dir.: J. McAdams
 Chief Eng.: D. M. Gay

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: Headley-Reed
 President: Robert S. McCaw
 General Manager: Richard J. Passage
 Sls. Prom. Mgr.: Stan Krampen
 Commercial Manager: Anthony Maucione
 Program Director: Larry Campen
 Chief Engineer: Donald E. Gardner

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. Manager R. R. Brown
Program Director Dallas Boyd
Chief Engineer Al J. Ginkel

WVNR—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
Gen., Sta. Mgr. R. H. Booth
Comm. Mgr. Margaret A. Jenkins
Sls. Prom. Mgr. Eugene Morehouse
Prog. Dir. C. P. Vogel, Jr.
Pub. Dir. Nan Tucker

WHIS—Bluefield—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 412 Bland St.
Phone: 7-6171 Air Time: Full Time
Newspaper Affil. Daily Telegraph, Sunset News
Transcription Service World, Cole
Membership NARTB
Representative Katz
President Jim H. Short
Gen. Mgr. Hugh I. Shott, Jr.
Sta., Comm. Mgr. Melvin Barnett
Program Director Janie Marie Lambert
Chief Engineer J. F. Byers

WKOY—Bluefield—1948

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone: DA 5-7185 Air Time: Full Time
Trans. Ser. Thesaurus
Rep. Devney & Co., Holman, Dora-Clayton
Pres., Gen., Mgr. J. Lindsley Alley
Comm. Mgr. J. Robert Alston
Program Director Carolyn Wolfe
Chief Engineer Roy Hill

WCAW—Charleston—1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Address Kanawha Hotel
Phone: 3-7503 Air Time: Full Time
Trans. Service Lang-Worth, Standard

News Service AP
Representative Thomas F. Clark
President W. D. Stone
Gen. Mgr. Selma D. Pierson
Sta., Comm. Mgr. O. O. Pierson
Program Director Al Walker
Chief Engineer Frank Allender

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
Gen. Mgr. John T. Gelder, Jr.
Comm. Mgr. John L. Sinclair, Jr.
Sales Mgr. Robert M. Sinclair
Program Director Joe Farris
Promotion Director Phil Sheridan
Chief Engineer William E. Dixon

WGKY—Charleston—1939 NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned Kanawha Valley Bcstg Co.
Address 20 Dickinson St.
Phone: 3-7541 Air Time: Full Time
Transcription Service SESAC
Newspaper Affil. Huntington Publ. Co.
Representative Katz
Pres. Lawrence H. Rogers
Gen., Sta. Mgr. William R. Murray
Comm. Manager Gilbert D. Brooks
Program Director Robert Enley
Chief Engineer Howard A. Martin

WKNA—Charleston—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus. Studio Address Box 3106
Phone: 3-5575 Air Time: Full Time
News Service UP
Representative Weed
Membership NARTB
President Joe L. Smith, Jr.
Gen., Sta. Manager Willard S. Jackson
Comm. Director J. Kent Hackleman
Prog. Director Don O. Hays
Pub. Director Myrtle MacPherson
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 & Fifth
Phone: 23-136 Air Time: Full Time
Representative Forjoe
President Gus Zaharia

Gen., Sta. Mgr. Berton Sonis
 Comm. Mgr. Mel S. Burka
 Sls. Prom., Prog. 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: 5-5475 Air Time: Full Time
 Representative Branham
 Membership RAB, NARTB
 Vice President George H. Clinton
 Comm. Manager Charles A. Gaylord
 Publicity Director Wilda McCarty
 General Manager Carl Loose
 Program Manager Don McWhorter
 Chief Engineer V. G. Brooks

WHAR—Clarksburg—1946
MBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By WHAR, Inc.
 Address Trans. Locca 1200 E. Pike St.
 Phone: 4-5525-6 Air Time: Full Time
 News Service UP
 Transcription World
 Membership NARTB
 Pres., Gen. Mgr. Walter Patterson
 Commercial Manager F. T. Gregg
 Program Director James Harper
 Chief Engineer Beryl Snyder

WPDX—Clarksburg—1946

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
 V.P., Treccs. R. C. Warden
 Gen. Mgr. Joe M. Larosa

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. Manager Richard E. Nason
 Program Director Ed Doyle
 Comm. Manager Grady F. Guye
 Chief Engineer James K. Phares

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, Gen. Mgr. Herbert Evans
 Station Manager A. G. Ferrise
 Asst. Manager Frank J. Lee
 Program Director Francis Lauzau
 Sls. Prom., Pub. Dir. Howard Haid
 Chief Engineer Harry W. Jackson

WTCS—Fairmont—1946
ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fairmont Bcstg. Co., Inc.
 Bus.-Stu. Address Radio Pk., Gaston Ave.
 Bus.-Studio Address 108 Gaston Ave.
 Phone: 5000 Air Time: Full Time
 Representative Gill Perna
 President Connie B. Gay
 General Manager Donald J. Tucker
 Station Manager Robert E. Cobbins
 Sls. Prom. Manager H. Denney
 Program Director Guy Willy
 Publicity Director Joel D. Lehman
 Chief Engineer Edward Lenaway

WHTN—Huntington—1947
MBS

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
 General Manager John S. Phillips

WPLH—Huntington—1946

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone: 3-3421 Air Time: Daytime
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB
 President Cy N. Bahakel
 Manager N. S. Tweel

WSAZ—Huntington—1923
ABC

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
 Newspaper Affil. Huntington Publ. Co.
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB, RAB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Station Manager C. T. Garten
 Prom., Pub., Merchandising Jack Williams
 Comm. Manager George Andrick
 Program Director C. Bosworth Johnson
 Chief Engineer Leroy Kilpatrick

WKYR—Keyser—1954—KBS

Freq.: 1270 Kc. Power: 1 Kw. d.
 Owned.....Walter Patterson
 Address.....Sta. WHAR, Clarksburg, W. Va.
 Phone: 3011.....Air Time: Daytime
 Station Rep.....Butscher
 Transcription.....World
 Membership.....NARTB
 President.....Robert K. Richards
 Sta. Manager.....Tom Butscher
 Comm. Manager.....Joe Barker
 Program Director.....Gene Bowen
 Chief Engineer.....F. Arnett Swisher

WLOG—Logan—1940—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...C. H. Frey, R. O. Greever
 Address.....445 Stratton St.
 Phone: 761.....Air Time: Full Time
 Membership.....NARTB
 Partner.....Clarence H. Frey
 Partner.....Robert O. Greever

WVOW—Logan—1952

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Logan Bcstg. Co.
 Address.....Cons. Bus. Ter. Bldg.
 Phone: 2356, 7.....Air Time: Full Time
 News Service.....UP
 Gen., Comm. Mgr.....William P. Becker

**WEPM—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 Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB
 Co-Owner.....C. M. Zinn
 Co-Owner, Gen. Mgr.....C. Leslie Golliday
 Program Director.....Eunice J. Schneider
 Comm. Manager.....George N. O'Brien
 Sales Prom. Mgr.....C. Rodig
 Chief Engineer.....Fred Siffirin

**WHJC—Matewan—1951
 KBS**

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By...Three States Bcstg. Co.
 Phone: 4771.....Air Time: Daytime
 Transcription Service.....SESAC, Standard
 News Service.....UP
 Representative.....Thomas Clark
 President, Gen. Mgr.....Fred Morningstar

**WMON—Montgomery—1946
 MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Address.....1028 1st Ave.
 Phone: HI 2-2191.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Gen. Manager.....Andrew W. Vickers

**WAJR—Morgantown—1940
 MBS-KBS**

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 Service.....UP
 Newspaper Affil.....Post News
 Transcription Service.....World, Thesaurus
 Membership.....NARTB
 President.....Agnes J. Reeves Greer
 General Manager.....Richard E. Nason
 Station Manager.....Jack Fleming
 Comm. Manager.....James Redmond
 Sls. Prom. Manager.....Ann Walker
 Prog. Director.....Robert Connelly
 Publicity Director.....Ann Walker
 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
 News Service.....AP
 Transcription Serv.....Lang-Worth
 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 372
 Phone: 990.....Air Time: Daytime
 News Service.....UP
 Representative.....Thomas Clark
 President.....Robert W. Munn
 Gen., Prom. Manager.....John T. Taylor
 Prog., Pub. Dir.....Helen Flowers
 Chief Engineer.....J. W. Jones

**WETZ—New Martinsville
 1952**

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Magnolia Broadcasting Co.
 Address.....P. O. Box 391
 Phone: 1000.....Air Time: Daytime
 Representative.....Gill-Perna
 Trans. Service.....Standard
 President, Gen. Mgr.....Harry G. Bright
 Comm. Manager.....George K. Eubanks
 Prog. Director.....Harold Showman
 Pub. Director.....Neil Shurtleff
 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
 Representative.....Pearson
 Membership.....NARTB
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Chief Engineer.....Curtis Horton

WCEF—Parkersburg—1954

Freq.: 1050 Kc.....Power: 1000 Watts
 Owned-Oper. By.....C. E. Franklin
 Address.....P. O. Box 228
 Phone: GARfield 2-1844.....Air Time: Daytime
 Representative.....Thomas Clark
 News Service.....AP
 Transcription Serv.....Standard
 General Mgr.....C. E. Franklin
 Station Mgr.....Paula Carr

WCOM—Parkersburg—1947
ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Parkersburg Bcstg. Co.
 Address.....317 Ninth St.
 Phone: HUdson 5-4491.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB, RAB
 Transcription Service.....World
 Representative.....McGillvra
 President.....Joseph M. Handlan
 Gen., Sta., Comm. Mgr.....A. N. Archer
 Chief Eng., Prog. Dir.....William Collins

WPAR—Parkersburg—1935
CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ohio Valley Bcstg. Corp.
 Business-Studio Address.....211 5th St.
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Branham
 Membership.....NARTB, RAB
 President.....Austin V. Wood
 V.P., Gen. Mgr.....George H. Clinton

WVYO—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
 President, Gen. Mgr.....R. D. Bailey
 Sta., Com. Mgr.....Edward Hawley
 Sls. Prom. Manager.....Hank Frye
 Program Director.....Elaine Taylor
 Publicity Director.....Jack Mullens
 Chief Engineer.....William D. Stone

WLOH—Princeton—1947
ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mountain Bcstg. Co.
 Phone: GA 5-2151.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 Pres., Sta., Prom. Mgr.....Robert Harrison
 Prog., Pub. Dir.....Al Rich
 Chief Engineer.....Rod Arkell

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.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 General Mgr.....William E. Blake
 Comm. Mgr.....Gladys Livesay

WKLC—St. Albans—1955

Frequency: 1300.....Power: 1 Kw., d.
 Owned-Operated By.....Raymond Kandel
 Address.....109 Sixth Ave.
 Owner, Gen. Mgr.....R. I. Kandel
 Commercial Manager.....H. Diefenbach
 Chief Engineer.....Harry Bowen

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.....Rambau
 President.....Harold A. Bongert
 General Manager.....Edward J. Hirschberg
 Station Manager.....Robert E. Badger
 Chief Engineer.....James Mark

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.....McGillvra
 Transcription Service.....World
 Membership.....NARTB
 President.....Sam Sidote
 Program Director.....J. Cullop
 Chief Engineer.....Howard R. King

WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 100 W.
 Owned-Operated By.....Williamson Bcstg. Co.
 Address.....Second Ave. at Court St.
 President.....Alice Shein

WHAW—Weston—1948
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central W. Va. Serv. Corp.
 Address.....P. O. Box 431
 Phone: 1555.....Air Time: Full Time
 News Service.....UP
 Trans. Service.....Associated, Keystone
 President.....R. H. Ralston
 Vice Pres.....Francis Andrew

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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
 Station Manager..... K. H. Forney

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
 Pub. Dir. John B. Reynolds, Jr.
 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 Blair
 Membership NARTB, RAB
 President..... George B. Storer
 Station Manager..... Paul J. Miller
 Comm. Manager..... A. F. Hofman
 Sales Prom., Pub. Dir.... Howard W. Meagle
 Program Director..... Paul A. Myers
 Chief Engineer..... Edwin L. Kelm

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
 Representative..... Gene Grant & Co.
 Membership NARTB
 Manager Alice Shein

WISCONSIN

Pop. Feb. 1, 1956 (Est.) 3,595,000—Families 1,050,000
 Radio Homes 990,000—TV Homes 818,426—Stations in State 69

WATK—Antigo—1947

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Antigo Bcstg. Co.
 Address Antigo
 Phone: 3-4124 Air Time: Daytime
 Transcription Service Thesaurus
 Newspaper Affil..... Daily Journal
 News Service UP
 President, Gen. Mgr..... A. F. Berner
 Comm. Manager..... William Chilton
 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
 Station Rep..... Gill-Perna
 President..... Gerald A. Bartell
 Program Director..... Rex Munger
 General Manager..... Connie Forster
 Comm. Manager..... Bob Culp
 Chief Engineer..... Ev Fliegel

WHBY—Appleton—1924
MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... WHBY, Inc.
 Bus-Studio Address..... 600 So. Law St.
 Phone: 3-6639 Air Time: Full Time
 News Service AP
 Representative Meeker
 Gen., Sta., Comm. Mgr..... Lewis J. Process
 Sales Prom. Mgr..... Chris Schneider

Program Director..... Orion Samuelson
 Publicity Director..... John Flynn
 Chief Engineer..... George Merkl

WATW—Ashland—1940
MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.... Upp. Mich.-Wisc. Bcstg.
 Address..... No. State Bank Bldg.
 Phone: 1680 Air Time: Full Time
 Representative Walker
 President, Gen. Mgr..... William L. Johnson
 Sta., Comm. Manager..... Arnold J. Peterson
 Program Director..... Nancy Anno
 Chief Engineer..... Lester Patten

WBEV—Beaver Dam—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By... Beaver Dam Bcstg. Co.
 Address Box 430
 Phone: TU. 5-4439 Air Time: Daytime
 Exec. V.P., Gen. Mgr..... Charles R. Dickoff
 Comm. Mgr..... George Reese

WBEL—Beloit—1948

Frequency: 1380 Kc. Power: 5000 Watts d.
 Owned-Oper. By..... Beloit Bcstrs., Inc.
 Business-Studio Address..... 323 Chestnut St.
 Phone: 8-1380 Air Time: Daytime
 News Service UP
 Representative Gill-Perna
 President Russ Salter
 General Mgr..... Robert O. Moran
 Sta., Comm. Mgr..... Joe Moen
 Chief Engineer..... Leo Wilson

WGEZ—Beloit—1948—MBS

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
 Rep.: Everett-McKinney
 President: Sidney H. Bliss
 General Manager: Vern Williams
 Commercial Manager: Bill Bessaire
 Prog. Director: Tom Anderson
 Chief Engineer: Bob Fried

WCHF—Chippewa Falls—1954

Frequency: 1150 Kc. Power: 1 Kw. d.
 Owned: Chippewa Bcstg. Co.
 Address: 108 Bridge St., Ladysmith
 Station Rep.: Clark
 President: Russell G. Salter
 General Mgr.: Kerm Stevens

WBIZ—Eau Claire—1947
MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WBIZ, Inc.
 Address: 609 Cameron St.
 Phone: TEmple 5-5111. Air Time: Full Time
 Representative: Pearson

Membership: RAB
 President, General Mgr.: Howard G. Bill
 Chief Eng., Prog. Dir.: Harold Jahnke

WEAU—Eau Claire—1937
NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Central Bcstg. Co.
 Business-Studio Address: 2415 Hastings Way
 Phone: 2-3474. Air Time: Full Time
 News Service: UP
 Trans. Serv. Associated: SESAC, Lang-Worth
 Reps.: Hollingberry, Bulmer & Johnson
 General Mgr.: W. C. Bridges
 Station Mgr.: Leo Howard

WRFW—Eau Claire—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned: Chippewa Valley Radio & TV Corp.
 Bus.-Studio-Transmitter Address: Eau Claire
 Phone: 2-1629. Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol, Standard
 President: Thomas K. Werner
 Gen. Sta. Mgr., Prog. Dir.: Jack Kelly
 Comm. Sls. Prom. Mgr.: Richard Werner
 Publicity Director: Katherine B. Wahl
 Chief Engineer: Ralph Main

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COVERAGE . . .

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RADIO and TELEVISION

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KFIZ—Fond Du Lac—1922
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address...18 W. First St.
Phone: 356 Air Time: Full Time
Newspaper.....Commonwealth Reporter
News Service.....UP
Representative.....Holman
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY—Green Bay—1922
CBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Address.....115 South Jefferson
Phone: HE. 2-3331 Air Time: Full Time
News Service.....UP
Representative.....Weed
Managing Director.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager.....Robert Meister
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 Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Phone: HE 5-5331 Air Time: Full Time
News Service.....UP
Pres., Gen. Mgr.....Ben A. Laird
Program Dir.....Allen H. Embury
Commercial Manager.....Robert A. Vandersteen
Chief Engineer.....Leo Westerman

WJPG—Green Bay—1947
MBS

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Green Bay Newspaper Co.
Business Address.....428 Cherry St.
Phone: Hemlock 5-7575 Air Time: Full Time
News Service.....AP
Trans. Ser.....Standard
Representative.....Burn-Smith
Membership.....NARTB
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Charles Goullie
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954
KBS

Frequency: 1540 Kc. Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.

Address.....Town of Erin, Hartford
Phone: 600 Air Time: Daytime
Transcription Service.....World
News Service.....UP
General Mgr.....Walter Zastrow
Station Mgr.....Don Zastrow
Program Dir.....Bill Roberts
Regional Sls. Mgr.....T. Schmitz
Chief Engineer.....George Dodge

WCLO—Janesville—1930
MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address...200 E. Milwaukee St.
Phone PLeasant 4-3311 Air Time: Full Time
News Service.....AP
Newspaper Affiliation....."Daily Gazette"
Representative.....Everett-McKinney
Membership.....NARTB
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.....W. L. Lipman
Address.....625 57th St.
Phone: OLYmpic 7-6162 Air Time: Daytime
Transcription Service.....Thesaurus
Representative.....Everett-McKinney
Membership.....RAB, NARTB
General Manager.....William L. Lipman
Sta., Comm. Manager.....Hugh Gately
Program Director.....Jerome Golden
Publicity Director.....Steve Kelley
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.....H-R
Membership.....RAB, NARTB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Sales Manager.....Robert Z. Morrison, Jr.
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: 2-6042 Air Time: Full Time
News Service.....UP
Rep.....Everett-McKinney, Bulmer-Johnson
President.....Herbert H. Lee

Gen. Mgr. Don O'Brien
Comm. Mgr. Milo Knutson
Prom. Dir. Charles R. Kearns

WL CX—La Crosse—1947
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned. Phillippe Bcstg. Corp.
Address Rivolt Theatre Bldg.
Phone: 4-4521. Air Time: Full Time
News Service UP
Station Rep. Sears & Ayer
President R. L. Phillippe
General Mgr. Gene W. Phillippe
Commercial Mgr. R. A. Gaumer
Promotion Mgr. Ken Nyman
Promotion Mgr. Carol Phillippe
Program Mgr. Catherine Goillaume
Chief Engineer Bill Bruring

WLDY—Ladysmith—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Flambeau Bcstg. Co.
Phone: 584. Air Time: Full Time
Representative Thomas Clark
President Ruth B. Nelson
Sec'y Treas., Gen. Mgr. Chas. H. Nelson
V.P., Sta. Mgr. W. J. Blake

WIBA—Madison—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Bcstg. Co.
Business-Studio Address 3800 Regent St.
Phone: Cedar 3-5311. Air Time: Full Time
News. Affil. "Capital Times," "Wisc. State Journal"
Representative Avery-Knodel
Membership NARTB
President William T. Evjue
General Manager Kenneth F. Schmitt
Commercial Manager Howard A. Johnson
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: ALpine 7-2588. Air Time: Full Time
News Service UP
Representative George P. Hollingsbery
President Ralph M. Immell
General Manager Ralph O'Connor
Comm., Sls. Prom. Mgr. Richard S. Nickeson
Program Director Beverly White
Publicity Director Phebe Rogers
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: ALpine 7-2261. Air Time: Full Time

News Service UP
Transcription Service Lang-Worth
Representative Headley Reed
Membership NARTB
President Stewart Watson
General Manager Ben Hovel
Station Manager P. M. Enright
Program Director Peter Thomas
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: 6015. Air Time: Full Time
News Service UP
Transcription Service World
Representative Holman
Membership NARTB
General Mgr. Francis M. Kadow
Program Director George H. Erdman

WWOC—Manitowoc—1952

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Manitowoc Bcstg. Co.
Address 2500 N. 10th Ave.
Phone: 7763. Air Time: Daytime
News Service AP
Transcription Service Thesaurus
Representative McGillvra
Ptnr., Gen. Mgr. Edward Allen, Jr.
Ptnr., Chief Engineer Edward Jacker

WMAM—Marinette—1939
NBC

Freq.: 570 Kc. Power: 250 W. d., 100 W. n.
Owned-Oper. By M. & M. Bcstg. Co., Inc.
Bus. Studio Address 400 Wells St.
Phone: 2-6631. Air Time: Unlimited
News Service UP
Representatives. Venard, Rintoul & McConnell
President William E. Walker
General Manager Joseph D. Mackin
Station. Comm. Mgr. Howard L. Emich
Sls. Prom. Mgr. Marjorie E. Simms
Program Director Wallace M. MacBriar, Jr.
Publicity Director Lois Wilkowski
Chief Engineer Al Alexander

WDLB—Marshfield—1946

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 Service UP
Transcription Service Thesaurus
Membership RAB
Representative Schmitz
President Lloyd L. Felker
Gen., Sta. Manager Robert W. Behling
Comm. Mgr. Roger Thomsen
Sales Prom. Mgr. Jack Thornton
Program Director Du Wayne Allen
Chief Engineer Jerry Boos

WIGM—Medford—1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned. Murphy-Nelson Bcstg. Co., Inc.
 Address Hy. 13
 Phone: 5147. Air Time: Full Time
 Representative Clark
 Pres., Gen. Mgr. Paul Allman
 V.P., Sls. Mgr. Joe Dalvig

WMNE—Menomonie—1951
KBS

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned-Oper. By. Menomonie Bcstg. Co.
 Address 603½ Broadway
 Phone: 1156. Air Time: Daytime
 Representative Lawson
 General Manager. Dr. Wendell Hansen
 Sta., Mgr. Douglas Weikley

WEMP—Milwaukee—1935

Frequency: 1250 Kc. Power: 5 Kw.
 Owned-Oper. By. Milwaukee Bcstg. Co.
 Bus. Address. 1701 W. Wisconsin Ave.
 Phone: BR. 1-7722. Air Time: Full Time
 News Service UP
 Representative Headley Reed
 Membership NARTB, RAB
 President. A. M. Spheeris
 Gen., Sta. Mgr. Hugh K. Boice, Jr.
 Sales Manager. John C. Gagliano
 Publicity Director. Marylou Lenken
 Program Director. Tom Shanahan
 Chief Engineer. Roland Paske

WFOX—Milwaukee—1946

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By. Business Mgt. Inc.
 Address. 208 E. Wisconsin Ave.
 Phone: Broadway 2-1272. Air Time: Daytime
 News Service AP
 Pres., Gen. Mgr. Joseph A. Clark
 Program Director. Charles La Force
 Chief Engineer. George Dodge

WISN—Milwaukee—1922
ABC

Frequency: 1150 Kc. Power: 5,000 Watts
 Owned-Oper. By. Hearst Corporation
 Address 540 N. Plankinton Ave.
 Phone: B'way 1-4644. Air Time: Full Time
 Newspaper Affil. Sentinel
 Representative Petry
 News Service AP, INS
 Membership RAB
 Vice-Pres. I. E. Showerman
 Asst. Mgr. L. A. Larson
 Sales Mgr. J. G. Sandison
 Program Mgr. Patt Barnes
 Business Mgr. Joseph Sergio

WMIL—Milwaukee—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Cream City Bcstg. Co., Inc.

Bus.-Studio Address. 2625 W. Wisconsin Ave.
 Phone: WE. 3-1290. Air Time: Day Time
 News Service UP
 Membership NARTB
 Representative McKinney
 President Gene Posner
 General Manager. Neil Searles
 Program Director. Gene Emerald
 Chief Engineer. Gino Monaco

WOKY—Milwaukee—1950

Frequency: 920 Kc. Power: 1 Kw. d.
 Owned. Bartell Broadcasters, Inc.
 Address 522 W. Wisc. Ave.
 Phone: BR. 1-8480. Air Time: Full Time
 News Service UP
 Representative Bolling
 Membership RAB
 President Gerald A. Bartell
 General Mgr. Melvin Bartell
 Exec. V.P., Sta. Mgr. John Box, Jr.
 Program Dir. J. A. Reddy
 Publicity Dir. Mitzi Shio
 Chief Engineer. Ralph Evans

WRIT—Milwaukee—1955

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Foster & Assoc., Inc.
 Address. 5407 W. Martin Dr.
 Phone: Bluemound 8-9321. Air Time: Full Time
 News Service AP, INS
 Representatives H.R. Clarke-Brown
 President. Gordon B. McLendon
 General Manager. Bill Weaver
 Commercial Manager. Elmer Francke
 Sales Prom. Manager. Bebe Sue Toth
 Program Director. Gene Edwards
 Publicity Director. Anita May Poutin
 Chief Engineer. Ralph Ingraham

WTMJ—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
 Newspaper Affil. Journal
 Representative Christal
 V.P., General Mgr. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Manager. George Comte
 Sales Manager. Neale V. Bakke
 Mgr., Engineering. Philip B. Laeser
 Mgr., Pub. Serv. & Prom. Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned-Operated By. Green County Bcstg. Co.
 Address Monroe
 Phone: 1260. Air Time: Daytime
 Gen., Sta., Comm. Mgr. Grant A. Ritter
 Program Director. Stan Neuberger
 Sales Prom. Manager. Joseph Urban
 Publicity Director. Charles Booth
 Chief Engineer. Rex Eyerl

**WNAM—Neenah—Menasha
1947—KBS**

Frequency: 1280 Kc. Power: 1 Kw.
Owned Neenah-Menasha Bcstg. Co.
Phone: 2-6471 Air Time: Full Time
News Service UP
Station Rep. Walker
V.P. & General Mgr. Don C. Wirth
Station Mgr. W. C. Porsow

**WOSH—Oshkosh—1941
ABC**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oshkosh Bcstg. Co.
Transmitter Location 1235 Bowen St.
Transcription Service World
Representative Pearson
News Service UP
General Manager Wm. L. McDonald

WFPF—Park Falls—1953

Frequency: 1450 Kc. Power: 250 Watts
Owned Northland Bcstg. Co., Inc.
Address Park Falls
Phone: 369, 262 Air Time: Full Time
Transcription Lang-Worth
News Service UP
Representative Clark
President Gene Halker
Station Manager Gordon Schluter
Program Director Gordon Locke
Chief Engineer Robert Senne

WSWW—Platteville—1955

Frequency: 1590 Kc. Power: 1 Kw. d.
Owned-Operated By Southwest Wisc. Co.
Address Radio Park
Phone: 2775 Air Time: Daytime
News Service AP
Representative Schmitz
Membership NARTB
President John F. Monroe
General Comm. Mgr. R. J. Bodden
Chief Engineer Raymond Skinner

**WPLY—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
News Service AP
Transcription Thesaurus
Membership RAB
President Art Gerber
Gen., Sta. Mgr., Prog. Dir. John R. Saxe
Comm., Sls. Prom. Mgr., Pub. Dir. D. Harrington
Chief Eng. Eugene Capelle

WPDR—Portage—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By Portage Bcstg. Co.

Address Box 142
Phone: 1350 Air Time: Daytime
Newspaper Affil. Daily Register
Transcription Service Thesaurus
News Service UP
President W. T. Comstock
Gen. Mgr., Pub. Dir. William Felton
Commercial Manager Les Peterson
Sales, Prom. Mgr. Frank Haas
Program Director Berwyn Ableman
Chief Engineer Oliver Jones

**WIBU—Poynette—1925
KBS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By William C. Forrest
Bus. Transmitter Address Poynette
Phone: 98 Air Time: Full Time
News Service UP
Pres., Gen., Sta. Mgr. William C. Forrest
Program Dir. Sarah A. Forrest
Chief Engineer Leonard Dosee

WPRE—Prarie Du Chien—1952

Frequency: 1280 Kc. Power: 500 Watts d.
Owned Prairie Bcstg. Co., Inc.
Address P. O. Box 36
Phone: 637, 638 Air Time: Daytime
News Service UP
Transcription Capitol, World
Representative Holman Regional Radio
Gen., Sta. Mgr. W. C. Schiaugat, Jr.
Comm., Sales Prom. Mgr. Thomas Multerer
Program Director Jerry Key
Publicity Dir. Mickey Fanello
Chief Engineer Ervin Pvgb

WRAC—Racine—1949

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By WRAC, Inc.
Address Arcade Bldg.
Phone: 2-1627 Air Time: Daytime
News Service UP
Trans. Service World
Representative Sears & Ayer
Membership NARTB
Vice-Pres. William J. Prialux

WRJN—Racine—1926—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Racine Bcstg. Corp.
Business Address 441 Main St.
Phone: MELrose 4-3311 Air Time: Full Time
News Service AP
Representative Walker
Newspaper Affiliation "Journal Times"
Membership NARTB, RAB
President J. D. McMurray
General Manager Harry R. LePoidevin
Station Manager Harold J. Newcomb
Commercial Manager Gerald D. Nelson
Sls. Prom. Mgr., Pub. Dir. Amelia French
Program Director Lyman Merens
Chief Engineer Stanley D. Fischer

WRDB—Reedsburg—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 Address.....Poynette
 Phone: 98.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 President.....William C. Forrest
 General Manager.....Mike Flaherty
 Program Director.....Larry Durand
 Chief Engineer.....Richard Ingwell

WOBT—Rhineland—1947
MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Onelda Bcstg. Co.
 Business Address.....RR #2
 Phone: 1240.....Air Time: Full Time
 News Service.....UP
 Representative.....McGillvra
 President.....James Cleary
 General Manager.....George F. Thoma
 Comm. Manager.....Howard Koenitzer
 Program Director.....Wendell Porter
 Chief Engineer.....William Anderson

WJMC—Rice Lake—1939
MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....WJMC, Inc.
 Address Trans. Loca.....Hy. 48
 Phone: 550.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World. SESAC
 Representative.....Hollingbery, Bulmer-Johnson
 President.....W. C. Bridges
 Station Manager.....Russell J. Brown

WRCO—Richland Center—1949
KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Richland Bcstg. Co.
 Address.....P. O. Box 192
 Phone: 1000.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Hala D. Peebles
 Comm. Manager.....Gerald W. Cook
 Chief Engineer.....Pete Athanas

WTCH—Shawano—1948
ABC

Frequency: 980 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
 Representative.....Lawson
 News Service.....UP
 Transcription Service.....Capitol, World
 General Manager.....Mrs. Jeanne Donald
 Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926
ABC

Freq.: 1330 Kc. Power: 1 Kw. d., 250 W. n.
 Owned-Operated By.....WHBL, Inc.
 Bus.-Studio Address.....Hotel Foeste
 Phone: GLencourt 8-2107..Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 Transcription Service.....World
 Sta. Rep.....Venard, Rintoul & McConnell, Inc.
 President.....C. E. Broughton
 General Manager.....Paul F. Skinner
 Comm. Manager.....Ed Haggen
 Chief Engineer.....Christ Bauer

WSHE—Sheboygan—1955

Frequency: 950 Kc. Power: 500 Watts, d.
 Owned-Oper. By.....Lake Shore Bcstg. Co.
 Address.....1210 North 8th St.
 Phone: 2-4671.....Air Time: Daytime
 News Service.....UP
 Pres., Gen. Manager.....David A. Bensman
 Comm. Manager.....John H. Gardiner
 Program Director.....Clifford C. Derby
 Publicity Director.....Sue Rust
 Chief Engineer.....Jack Brookbank

WKLJ—Sparta—1951

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Sparta-Tomah Bcstg. Co.
 Address.....124½ S. Water St.
 Phone: 3307.....Air Time: Daytime
 News Service.....UP
 Representative.....Rambeau
 Pres., Gen. Mgr.....John D. Rice
 Sales Prom. Mgr.....Richard M. Hubbell
 Vice-Pres.....Victor Tedesco

WSPT—Stevens Point—1948

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.
 Business-Studio Address.....414 Main St.
 Phone: 2734.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, RAB
 Representative.....Hal Holman
 President.....W. F. Johns, Jr.
 General Manager.....P. A. Barnard
 Program Director.....Thomas Lund
 Sales Prom. Mgr.....Dave Silverman
 Chief Engineer.....Garth Bowker

WDOR—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., Sta. Mgr.....Edward Allen, Jr.
 Commercial Manager...William O. Warnkey
 Sls. Prom., Prog., Pub. Dir.....Dolores Allen
 Chief Engineer.....Joseph Genovese

WOKW—Sturgeon Bay—1951

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned-Operated By...Door County Radio Co.
 Address...154 No. Third Ave.
 Station Rep.Best
 President.....Chandler F. Harris
 General Mgr.....H. R. Peters
 Sales Prom. Mgr.....Frank K. Ullsperger
 Prog. DirectorJack Schaefer

**WDSM—Superior—1937
 ABC-MBS**

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Oper. By.....WDSM, Inc.
 Business Address.....921 Tower Ave.
 Phone: EXport 4-4451. Air Time: Full Time
 News. Affil....."Herald & News Tribune"
 Representative Peters, Griffin, Woodward, Inc.
 PresidentRobert Ridder
 General Manager.....Rodney A. Quick
 Commercial Manager.....Carol Anneke
 Program Director.....Tony Marta
 Chief Engineer.....Gerry Baumann

WTRW—Two Rivers—1951

Frequency: 1590 Kc. Power: 1000 W. d.
 Owned-Operated By...Two Rivers Bcastg. Co.
 Address1817 Washington
 Transcription ServiceStandard
 News ServiceUP
 MembershipRAB
 General Manager.....Howard Luebke
 Commercial Mgr.....Stanley Greene

**WTTN—Watertown—1950
 KBS**

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Watertown Radio, Inc.
 Address104 W. Main St.
 Phone: 2215 Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen., Sta. Mgr.....Carl V. Kolata
 Chief Engineer.....Douglas Beaudoin

WAUX—Waukesha—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By...Waukesha Bcastg. Co.
 Business-Studio Address.....319 W. Main St.
 Phone: 6636 Air Time: Daytime
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHolman
 MembershipNARTE, RAB
 V.P., Gen. Mgr.....Mig Figi
 V.P., Sls. Mgr.....Charles E. Williams

WHVF—Wausau—1953

Freq.: 1230 Kc. Power: 250 Watts
 OwnedLakeland Bcastg. Corp.
 Address1110 Wausau Ave.

Air TimeFull
 News ServiceAP
 RepresentativeIndie
 Trans. ServiceWorld, Standard
 PresidentHilding V. Forseen
 General Mgr.....R. Tcpinka

**WOSA—Wausau—1948
 MBS-ABC**

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By.....Alvin E. O'Konski
 Address.....4th & Scott Sts.
 Phone: 2-2111. Air Time: Full Time
 RepresentativeRambeau
 Trans. Ser.....Capitol, Standard, Cole, SESAC
 Lang-Worth, Associated
 News ServiceUP
 General Manager.....Alvin O'Konski
 Station Manager.....Art Linn
 Comm. Manager.....Dan Turner
 Sls. Prom. Manager.....Leon Gabriel
 Program Director.....Carol Green
 Publicity Director.....Miriam Mullen
 Chief Engineer.....Werner Weiss

WSAU—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
 Newspaper Affil.....Record Herald
 RepresentativeMeeker
 President.....J. C. Sturtvant
 General Manager.....George T. Frichette
 Station Manager.....George Bunder
 Comm. Mgr.....James W. Frey
 Prog., Pub. Director.....Donald W. De Byle
 Chief Engineer.....Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc. Power: 500 Watts d.
 Owned-Oper. By.....West Bend Bcastg. Co.
 AddressBox 59, Decorah Rd.
 RepresentativeClark
 Pres., Gen. Mgr.....August C. Berkholtz
 Station Mgr.....Roy Ambrose
 Commercial Mgr.....Paul J. Mueller
 Program DirectorRay Kessnich
 Chief Engineer.....Paul J. Ripple

**WFHR—Wisconsin Rapids
 1940—MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...William F. Huffman Radio
 Business Address141 W. Grand Ave.
 Phone: 1340. Air Time: Full Time
 Newspaper Affil.....Daily Tribune
 RepresentativeDevney & Son
 President.....Louise F. Huffman
 Gen., Sta., Sls. Prom. Mgr...Geo. T. Fréchette
 Commercial Manager.....L. J. Zurawski
 Prog., Pub. Dir.....James Tighe
 Chief EngineerGordon Miller

KSPR—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 Thesaurus, Associated
Representative Walker, Moore
Membership NARTB, RAB
Owner, Pres., Mgr. Donald L. Hathaway
Asst. Station Manager Marcus R. Nichols

KVOC—Casper—1946 ABC-MBS-IMN

Frequency: 1470 Kc. Power: 250 Watts
Owned-Operated By KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address Box 2090
Phone: 2-4512 Air Time: Full Time
News Service AP
Representative McGillvra
Membership NARTB, RAB
News. Affil. Casper Trib.-Herald, Morn. Star
Pres. Co-Owner Duane Simons
Stn. Mgr., Co-Owner William F. Shutts
Comm. Mgr., Co-Owner I. E. Shahan
Program Director Jim Baker
Chief Eng. Duane Simons

KFBC—Cheyenne—1940 ABC-CBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Frontier Bcstg. Co.
Bus.-Studio Address 2923 East Lincoln Way
Phone: 4-4461 Air Time: Full Time
News Service UP
Representative Avery Knodel
News. Affil. Wyoming Eagle, State Tribune
President Robert S. McCracken
Gen., Sta. Mgr., Chief Eng. William C. Grove
Commercial Manager Charles Cahill
Sales Prom. Mgr. Eddie Bogen
Program Director Betty Keyes
Publicity Director Margaret O'Brien

KVWO—Cheyenne—1952 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Great West Co.
Address Box 926
Phone: 2-6433 Air Time: Daytime
News Service AP
Membership RAB
President Wm. T. Kemp
Gen. Mgr. Bill Anderson
Commercial Mgr. Ruth Dorr Aubuchon
Sales Prom. Mgr. Jack Duane
Program Director Millie Barnett
Pub. Dir. Miles Greenfield
Chief Engineer Harold M. Roberts

KODI—Cody—1947—IMN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Park Broadcasters

Address P. O. Box 762
Phone: 444 Air Time: Full Time
News Service AP
Transcription Service World
Representative McGillvra
Membership NARTB
President R. B. Croft
General Manager R. B. Beal
Station Manager W. E. Killmer
Program Director C. Owen Allen
Chief Engineer Hal Bowen

KLUK—Evanston—1953 MBS-KBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By BHB Enterprises
Address P. O. Box 198
Phone: 700 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Membership NARTB
General Manager Al Pyatt
Chief Engineer Harry Albers

KOVE—Lander—1948 KBS-MBS-IMN

Frequency: 1330 Kc. Power: 250 Watts
Owned-Operated By Edward J. Breece
Business Address P. O. Box 438
Phone: 488 Air Time: Full Time
News Service AP
News. Affil. Wyoming State Journal
Representative Continental
Membership NARTB
Owner Edward J. Breece
Sta., Gen. Mgr. Jack L. Breece
Comm. Manager Dorothy L. Reed
Publicity Director Louise York
Sls. Prom. Mgr. James V. M. Fitzgerald
Prog. Dir. R. W. Allen
Chief Engineer Gary Fehlauser

KOWB—Laramie—1948 MBS-KBS-IMN

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
Representative Avery-Knodel
Transcription World
Membership NARTB
President John Alexander
General Manager Harry D. Peck
Comm. Manager Britt Davis
Chief Engr., Pgm. Dir. L. O. Smith

KASL—Newcastle—1953 ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Newcastle Bcstg. Co.
Address Masonic Bldg.
Phone: SH 6-2721 Air Time: Full Time

News Service AP
 Trans. Ser. World
 Representative McGillvra
 Membership NARTB
 General Manager..... Floyd L. Sparks
 Chief Engineer..... Roy D. Schmidt

KPOW—Powell—1941
MBS-KBS-IMN

Freq. 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... A. J. Meyer
 Phone: 222-100..... Air Time: Full Time
 News Service UP
 Transcription Thesaurus
 Representative Avery-Knodel
 President, Sta. Manager..... Al Meyer
 Comm. Manager..... K. Meyer
 Program Director..... Agnes Fleida
 Chief Engineer..... J. S. Kilness

KRAL—Rawlins—1947
ABC-MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Rawlins Bcstg. Co.
 Address Box 385
 Phone: 1003..... Air Time: Full Time
 News Service AP
 Representative..... Joseph Hershey McGillvra
 Membership NARTB
 President..... Tracy S. McCracken
 Gen., Comm. Mgr..... Jack C. Vagner
 Program Director..... Newton Fenney
 Chief Engineer..... Robert S. Williams

KWRL—Riverton—1943—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Joseph P. Ernst
 Air Time Full Time

KVRS—Rock Springs—1938
MBS-IMN

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
 General Manager..... Dwight Fisher

KWYO—Sheridan—1934
MBS-KBS-IMN

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
 Representative Avery-Knodel
 Membership NARTB
 Pres., Sta. Mgr..... Jim Carroll
 Commercial Mgr..... Don Tannehill
 Program Director..... Bob Wilson
 Chief Engineer..... Bob Crosthwaite

KRTR—Thermopolis—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mildred V. Ernst
 Address 500 Broadway
 Phone: 800..... Air Time: Full Time
 News Service AP
 Gen. Mgr., Prog. Dir..... Mildred V. Ernst
 Chief Engineer..... Philip Ernst

KTHE—Thermopolis—1955

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Thermopolis Bcstg. Co.
 Address..... H. Scott Taylor, 228 Klink Bldg.

KGOS—Torrington—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Joseph P. Ernst
 Address Box 271
 Phone: 567..... Air Time: Full Time

KWOR—Worland—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Joseph P. Ernst
 Phone: 303..... Air Time: Full Time
 Comm. Manager Mildred V. Ernst

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Coverage . . .

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FOR RADIO and TELEVISION

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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: 5-8201.....Air Time: Full Time
News Service.....AP, UP
Transcription Serv.....Lang-Worth
General Manager.....E. Pournelle
Commercial Mgr.....Wesley Burton
Chief Engineer.....David L. Dodd

KENI—Anchorage—1948 **MBS-ABC-NBC**

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Phone: 20301.....Air Time: Full Time
Representative.....James Fletcher, Del Day
President.....Austin Cooley
Station Manager.....Claire O. Banks
General Manager.....Alvin Bramstedt

KFQD—Anchorage—1924 **CBS**

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service.....AP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Sta. Mgr.....Ernest Spink
Prom. Mgr.....Edward L. Carter
Program Director.....Elmer Emery
Chief Engineer.....William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Light Bcstg. Corp.

KFAR—Fairbanks—1939 **MBS-NBC-ABC-DON LEE**

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By.....Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Bldg.
Air Time.....Full Time
Representative.....Fletcher, Del Day
President.....Austin G. Cooley
Manager.....Alvin O. Bramstedt

KFRB—Fairbanks—1948 **CBS**

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service.....AP

Transcription Service.....Lang-Worth, Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Chief Eng., Gen. Mgr.....Wm. J. Wagner
Station Manager.....Jack Hauser
Prog. Dir.....Ruth Bagwell
Prom. Dir.....Lawrence M. Laby

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-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Program Director.....Richard Peter
Prom. Dir.....Joseph B. Mangon
Station Manager.....James B. Lawson
Chief Engineer.....Gordon Burnett

KJNO—Juneau—1952 **ABC-MBS-NBC**

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Address.....Box 140
Phone: 508.....Air Time: Full Time
Representative.....Day, Fletcher
President.....Austin Cooley
Station Manager.....Robert A. Wells
Gen. Manager.....Alvin O. Bramstedt
Comm. Manager.....Wyn Lundberg
Program Director.....Jim Douglas
Promotion Manager.....Dorothy Wheeler
Chief Engineer.....Royal O'Reilly

KABI—Ketchikan—1952 **ABC-MBS-NBC-DON LEE**

Freq: 580 Kc.. Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
News Service.....AP
Representative.....Day, Fletcher
President.....Austin G. Cooley
Manager.....Donald G. Andon

KTKN—Ketchikan—1942 **CBS**

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service.....AP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Station Manager.....Robert Mehan
Program Director.....Michael P. Quinn
Prom. Dir.....Roderick Falconer
Chief Engineer.....Alvin Lavanaway

KIBH—Seward—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: William J. Wagner
 Address: 830 Securities Bldg., Seattle
 Phone: Seneca 6333 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Alaska Radio-TV Sales
 Pres., Gen. Mgr.: Wm. J. Wagner
 Station Manager: Donald R. Hanlin
 Chief Engineer: William E. Duck

Owned-Operated By: William 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-TV Sales
 Pres., Gen. Mgr.: Wm. J. Wagner
 Station Manager: Harry Lanz
 Chief Engineer: DeWayne Sharp

KIFW—Sitka—1949—CBS

Frequency: 1230 Kc. Power: 250 Watts

KSEW—Sitka—1954

Frequency: 1400 Kc. Power: 260 Watts
 Owned-Oper.: Voice of Sheldon Jackson, Inc.

GUAM

KUAM—Agana—1954

NBC-CBS-ABC-MBS

Frequency: 610 Kc. Power: 1000 Watts

Owned-Oper. By: Radio Guam
 Address: Post Office Box 68, Agana, Guam
 Phone: 7-2365 Air Time: Full Time
 Representative: Young
 President: Harry M. Engel, Jr.

HAWAII

KHBC—Hilo—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By: Hawaiian Bcstg. System, Ltd.
 Address: Piihonua, Hilo
 Air Time: Full
 Newspaper Affiliation: Honolulu Star Bulletin
 Representative: Peters, Griffin, Woodward, Inc.
 President: J. Howard Worrall
 Vice-Pres., Gen. Mgr.: C. R. Evans
 Gen. Sls. Mgr.: Ralph Davison
 Promotion Dir.: J. T. Quinlan

News Service: UP
 Transcription Service: Capitol
 Newspaper Affiliation: "Star-Bulletin"
 Representative: Peters, Griffin, Woodward, Inc.
 Membership: NARTB
 President: J. Howard Worrall
 V.P., Gen. Mgr.: C. R. Evans
 Sls. Mgr.: Ralph Davison, Jr.
 Program Director: Robert Costa
 Promotion Mgr.: John Quinlan
 Chief Engineer: Daniel Hunter

KILA—Hilo—1951

MBS-DON LEE

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By: James E. Jaeger
 Address: Namiloa Hotel
 Air Time: Full
 Representative: Hollingbery
 Network. Sls. Mgr.: Fin Hollinger
 Station Mgr.: James E. Jaeger

KGU—Honolulu—1922—NBC

Frequency: 760 Kc. Power: 2500 Watts
 Owned-Operated By: Advertiser Pub. Co., Ltd.
 Address: P. O. Box 3110
 Phone: 5-2977 Air Time: Full Time
 Representative: NBC Spot Sales
 Newspaper Affil.: Advertiser
 President: Lorrin P. Thurston
 General Mgr.: William O. Paine
 Comm. Mgr.: George C. Mansfield
 Program Director: Vincent Priore
 Chief Engineer: Sakae Kimata

KIPA—Hilo—1947

Frequency: 1110 Kc. Power: 1000 Watts
 Owned Operated By: Aloha Bcstg. Co., Ltd.
 Business-Studio Address: P. O. Box 1602
 Phone Number: 2177 Air Time: Full
 News Service: UP
 Transcription: BMI, SESAC
 Membership: NARTB
 President: Ira Mercer
 Gen., Sta., Comm. Mgr.: J. L. Brandt
 Program Dir.: K. M. Brandt
 Chief Engineer: R. W. Jaderstrom

KHON—Honolulu—1946

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By: Aloha Bcstg. Co., Ltd.
 Business Address: P. O. Box 1380
 Representative: Bolling
 Pres., Gen. Mgr.: Ira G. Mercer
 Sales Mgr.: Drew Kay

KGMB—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

KIKI—Honolulu—1951

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By: KIKI, Ltd.
 Address: 320 Ward Ave.
 Phone: 6-3456 Air Time: Full
 Representative: Grant
 President: Royal V. Howard
 Exec. V.P.: Angelo J. Rossi

KPOA—Honolulu—1946

MBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By... Radio Hawaii, Inc.
 Address 420 Lexington Ave.
 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

KULA—Honolulu—1947

ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By... TV Corp. of America, Ltd.
 Address..... 1290 Ala Moana Blvd.
 Phone: 63666..... Air Time: 18 hrs.
 News Service UP
 Representative..... Adam Young
 Transcription... World, Associated, Standard
 General Manager..... Jack A. Burnett
 Comm. Manager..... M. F. Warren
 Prom. Manager..... Paul Yamamoto
 Chief Engineer..... Ronald Miyahira

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By... Windward Bcstg. Co., Ltd.
 Address..... P.O. Box 697, Oahu
 Phone Number 242576
 News Service INS
 President..... Merrill K. Riley
 Manager..... Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Garden Island Publ. Ltd.
 Address Lihue
 News Service UP
 General Mgr..... Charles J. Fern
 Station Mgr..... Martin H. Sebastian, Jr.

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
 Newspaper Affil..... Madi News
 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 Kovacik
 Promotion Manager..... Alan J. Delpch
 Chief Engineer..... George Tam

KAHU—Waipahu—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By... Rural Bcstg. Co., Ltd.
 Address P. O. Box 1007
 Phone Number..... Honolulu 27-3136
 News Service AP
 President..... Dr. Timothy I. Wee
 Gen., Comm. Mgr..... Harry En Chu
 Prog. Director..... Robert Miller
 Prom. Manager..... Jackson McBride
 Chief Engineer..... Robert Pearson

PUERTO RICO

WABA—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts
 Owned-Operated By... L. Hector Reichard
 Address Box 188
 Phone: 242..... Air Time: Full Time
 President..... L. Hector Reichard
 General Manager..... F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By... Caribbean Bdcstg Corp.
 Address Box 755
 Air Time..... Full Time
 Membership NARTB
 President..... Artsides Santoni Ledesma
 General Manager..... Nabal Barreto

WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By... Bayamon Bcstg. Corp.
 Address Box 157
 Air Time..... Full Time

WNEL—Caguas—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner..... Inter-American Radio Corp.
 Address Box 487
 Phone: 678-579..... Air Time: Full Time
 Pres., Gen. Mgr., C. E. Eduardo Biscoechea
 Station Manager..... Agustina Valez
 Comm. Manager..... Charles Miner
 Sales Promotion Mgr..... J. Balseiro
 Program Director..... John W. Rodriguez

WVJP—Caguas—1947

Frequency: 1110 Kc. Power: 250 Watts
 Owned-Oper. By... Borinquen Bdcstg. Co.
 Address P. O. Box 207
 Phone: 789..... Air Time: Full Time
 General Manager..... Hector Pereira
 Station Manager..... Federico E. Virella
 Commercial Manager..... Jorge L. Arzuaga
 Program Director..... J. Colon Santiago
 Chief Engineer..... Pedro L. Jimenez

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WMDD—Fajardo—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... WMDD, Inc.
 Address Box 387
 Air Time Full Time
 General Manager Agustin B. Camunas

WXRf—Guayama—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned/Operated By..... Rafael Fuster
 Business-Studio Address..... 42 Hostos St.
 Phone: 243..... Air Time: Full Time
 President Rafael Fuster
 General Mgr..... Charles L. Cordero

WAEL—Mayaguez—1948

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By..... Mario Acosta
 Business Address..... 12 Iglesia St.
 Air Time..... Full Time
 Owner, Manager..... Mario Acosta

WKJB—Mayaguez—1946

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By..... Jose A. Bechara, Jr.
 Address 54 Minerva St., Box 1293
 Phone: 893..... Air Time: Full Time
 Representative Inter-Amer. Pub., Inc.
 Newspaper Affil. El Mundo
 Pres., Gen. Mgr. Jose A. Bechara, Jr.
 Manager Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By..... Radio Americas Corp.
 Studio Address..... P. O. Box 43
 Phone: 1150..... Air Time: Full Time
 Representative..... Adam Young, Int'l. Ltd.
 Pres., Gen. Mgr..... Alfredo R. DeArellano, Jr.
 Sta., Comm. Mgr..... Reinaldo M. Dupont
 Sales Prom. Mgr..... Mario Quintero, Jr.
 Prog. Dir..... Rodolfo Hernandez Lopez
 Publicity Dir..... German Velez
 Chief Engineer..... Jesus Aviles Brunet

WPRA—Mayaguez—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By..... WPRA, Inc.
 Address..... Box 869
 Air Time..... Full Time

WTIL—Mayaguez—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By..... Mayaguez Radio Corp.
 Address..... Post & Palmer Sts.
 Phone: 1290..... Air Time: Full Time
 President..... William G. Mamary
 Comm., Nat'l. Sales Mgr..... Gilbert Mamary
 Station Mgr..... Patricio Fremaintt

WISO—Ponce—1953

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By..... South P. R. Bcstg. Corp.
 Address Box 2023

Phone: 137..... Air Time: Full Time
 President..... Andres Jirillasca
 Gen. Comm. Mgr., Chief Eng..... Luis E. Freyre
 Program Dir..... Luis Felipe Rodriguez
 Sta. Manager..... Nilda P. deFreyre
 Sls. Prom. Mgr..... Manuel Pirallo

WPAB—Ponce—1940

Frequency: 550 Kc. Power: 5 kwd.; 1 Kw n.
 Owned By..... Portorican Am. Bcstg. Co., Inc.
 Bus-Studio Address..... 164 Villa St.
 Phone: 783..... Air Time: Full Time
 Representative..... Inter-American Pub'l. Inc.
 Pres., Gen. Mgr..... A. Gimenez-Aguayo
 Program Director..... Eliseo Borrero
 Chief Engineer..... Alfonso Santos

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: 1015..... Air Time: Full Time
 Representative Adam Young
 Gen. Mgr..... Alfredo Ramirez de Arellano
 Asst., Sales Mgr..... Antonio Miro

WRIO—Rio Piedras—1949

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By..... The Master Bdcstg. Corp.
 President..... Isidoro Quinones Vidal
 Sta. Mgr., V.P..... Julio Morales Ortiz
 Address..... Box 335, Hato Rey, Rio Piedras
 Phone: 1096..... Air Time: Full Time

WWW—Rio Piedras—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By..... Frank A. Gandia
 Address..... P. O. Box 935
 Air Time..... Full Time
 Gen. Mgr..... Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By..... José Ramón Quiñones
 Bus. Address..... Box 4563
 Phone: 3-3000..... Air Time: Full Time
 Membership NARTB
 Representative..... Caribbean Network, Inc.
 Owner, Gen. Mgr..... Jose Ramon Quinones
 Sta., Comm. Mgr..... Segismundo Quinones
 Prom. Mgr., Prog. Dir..... Harold Zayas Torres
 Pub. Dir..... Francisco Aranzamendi, Jr.
 Chief Engineer Jose Arzuaga

WHOA—San Juan—1954

Frequency: 1400 Kc. Power: 250 W.
 Owned-Oper. By..... Continental Bcstg. Corp.
 Address..... Box 4938
 Phone: 2-3187..... Air Time: Full Time
 News Service..... AP
 Transcription Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr..... W. R. Anthony
 Program Director..... W. S. Priest



WIAC—San Juan—1947

Frequency: 740 Kc. Power: 10 Kw.
 Owned-Oper. By... Radio Station WIBS, Inc.
 Address... Comercio St. 450
 Air Time... Full Time
 General Manager... Tomas Muniz
 Asst. Mgr. ... B. P. Rios

WITA—San Juan—1948

Frequency: 1140 Kc. Power: 500 Watts
 Owned-Oper. By... Electronic Enterprises, Inc.
 Address... Comercio St. 450
 Phone: 3-4719. Air Time: Full Time
 Newspaper Affiliation... El Imparcial
 News Service... INS
 Rep. ... International Newspapers Rep., Inc.
 President... Antonio Ayuso Valdivieso
 General Manager... Grimaldi Graw
 Chief Engineer... Luis Prado Martorell

WKAQ—San Juan—1922

CBS

Frequency: 580 Kc. Power: 5000 Watts

Owned-Oper. By... El Mundo Bcstg. Corp.
 Business Address... Box 9007, Santurce, P. R.
 Phone: 2-2023. Full Time
 Newspaper Affiliation... "El Mundo"
 Transcription Service... Associated
 News Service... UP
 Representatives... Inter-American Publ., Inc.
 Membership... NARTB
 President... Angel Ramos
 General Mgr. ... V. Lamas, Jr.
 Comm. Mgr. ... Carlos Vizcarrondo
 Program Director... Esther Pales

WKVM—San Juan—1952

Frequency: 810 Kc. Power: 5000 Watts
 Owned-Oper. ... American Colonial Bcstg. Corp.
 Address... 1000 Ponce de Leon Ave.
 Phone: 3-0840. Air Time: Full Time
 Representative... Pan American Bcstg. Co.
 Pres., Gen. Mgr. ... R. P. Perry

VIRGIN ISLANDS

WSTA—St. Thomas—1950

Frequency: 1340 Kc. Power: 250 Kw.
 Owned-Oper. By... William N. Greer
 Addr. ... Box 538, Charlotte Amalie, St. Thomas
 Phone: 489. Air Time: Full Time
 Representative... Young
 News Service... AP
 Owner, Manager... William N. Greer
 Commercial Mgr. ... Nellie Greer
 Program Director... Ron de Lugo

WIVI—Christiansted—1952

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. Radio American West Indies, Inc.
 Address... Box 931
 Phone: 28. Air Time: Full Time
 News Service... AP
 Transcription... Associated
 Representative... Pan American Bcstg. Co.
 Pres., Gen. Sta., Comm. Mgr. Hazel M. Vickers
 Prom. Manager... Raymond E. Higdon
 Prog. Director... James O'Neill
 Pub. Director... Ron de Lugo
 Chief Engineer... Raymond E. Higdon

FOR WORLD-WIDE NEWS . . .
 FOR CLEAR, COMPREHENSIVE
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FOR
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Canada

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COMMERCIAL DIVISION

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MONTREAL 25, P. Q.

CANADIAN BROADCASTING CORP.



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Phone: 6-7331

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Director, William F. Galgay
Area Engineer, E. D. Witherstone

The grassroots grow dollars in Canada ... get in on the pickings now!

Looking for a spending customer? Then let your sales message be heard in the market where money *does* grow on trees! We're talking about Canada. Did you know that John Canuck pocketed over \$2 billion from his tall timber alone in 1954? But wood, pulp and paper isn't all! He's cashing in on the black gold of his Alberta oil fields . . . his rich uranium developments . . . swelling grain elevators . . . and his iron ore deposits south of Ungava Bay. Even in Ontario and Quebec the dollars double as heavy industry gets heavier. Look to the north and you'll see 4,000 miles of bulging pocket book. This is *your* market!

Yes, here is a dollar market with cash customers . . . Canadians! Canadians that are approachable . . . they like the same things you like. Their wives follow the same fashion fads as your wives . . . their kids read the same comics as your kids. They *want* to buy more and they can afford it. All you have to do is tell them about your product and tell them through the

voice they know and trust . . . their local radio station.

Local radio will carry your sales message into 95% of all the homes in Canada in a language familiar to each home, English and French. You'll be heard and welcomed as a friend in the company of big network shows *plus* the close-to-home intimacy of news, farm reports and mining broadcasts that only local radio can provide for a community.

What's more, in Canada local radio has a limitless advantage . . . "everywhere-ness"! This "everywhere-ness" will set your sales message down in the cities, towns and villages . . . and in the flourishing backwoods. Yes, the backwoods is important. Take Kitimat, for example. Here, locked in the forest, is the world's largest aluminum plant employing thousands of workers and their families . . . all dreaming of things to buy. Local radio is the answer when it comes to penetration, hard-sell and economy. Come into Canada over local radio.

and what about TV?

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108 Sparks St., Ottawa

200 St. Clair West, Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS



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Head Office—108 Sparks St., Ottawa, Ont.

Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.

Phone: Walnut 2-3334



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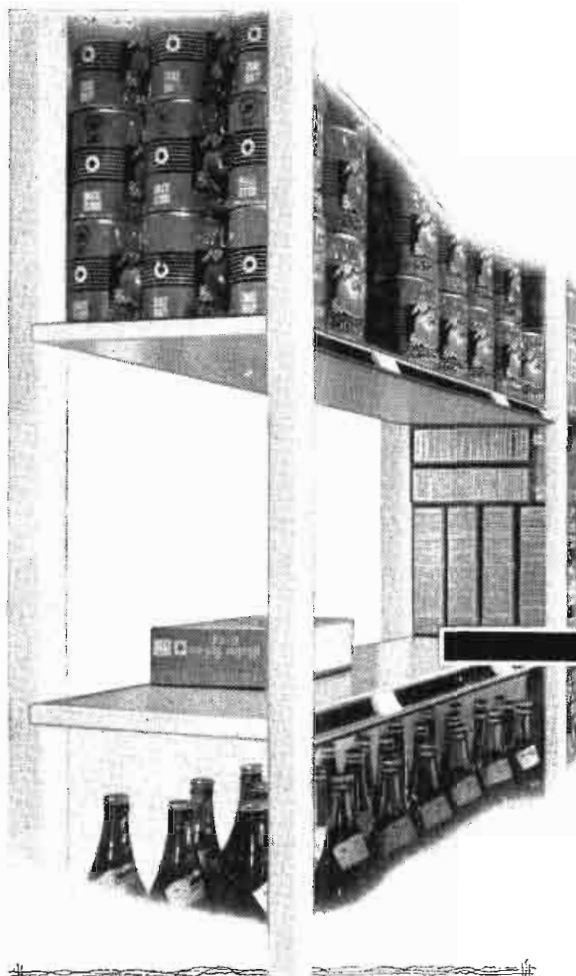
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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations, and 25 television stations in Canada.



IN CANADA RADIO EMPTIED THIS SHELF!

In Ontario, Canada's richest market, \$728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people in Canada buy so much time on CFRB? Because they get results on CFRB.

Other media bring results too. But radio selling messages have a unique persistence, an unescapable quality. Today you find radio selling messages emanating from everywhere, indoors and out, cars, homes, offices.

In Canada to have this "everywhere-ness" in Ontario—the market where 1/3 of the Canadian population lives, and where 40% of all retail sales are made, is everything!

Why not give the CFRB representatives a call and let them show you what CFRB can do for you in Canada?

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.

50,000
watts

CFRB

1010
on your dial

TORONTO CANADA

REPRESENTATIVES

United States: Canadian Station Representatives Ltd.

Canada: All-Canada Radio Facilities Limited

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

**Based on CFRB program schedule for January, 1955

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.



Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	690	CHGB	Ste. Anne de La Poc, Que.	701
CBAF	Moncton, N. B.	690	CHLN	Three Rivers, Que.	702
CBE	Windsor, Ont.	698	CHLO	St. Thomas, Ont.	696
CBF	Montreal, Que.	699	CHLP	Montreal, Que.	700
CBG	Gander, Nfld.	691	CHLT	Sherbrooke, Que.	701
CBH	Halifax, N. S.	691	CHML	Hamilton, Ont.	694
CBI	Sydney, N. S.	692	CHNC	New Carlisle, Que.	700
CBJ	Chicoutimi, Que.	699	CHNO	Sudbury, Ont.	697
CBK	Watrous, Sask.	704	CHNS	Halifax, N. S.	692
CBL	Toronto, Ont.	697	CHRC	Quebec City, Que.	700
CBM	Montreal, Que.	700	CHRD	Drummondville, Que.	699
CBN	St. John's Nfld.	691	CHRL	Roberval, Que.	701
CBO	Ottawa, Ont.	695	CHOK	Sarnia, Ont.	696
CBT	Grand Falls, Nfld.	691	CHOV	Pembroke, Ont.	696
CBV	Quebec City, Que.	700	CHSJ	Saint John, N. B.	690
CBY	Corner Brook, Nfld.	691	CHUB	Nanaimo, B. C.	687
CBU	Vancouver, B. C.	688	CHUM	Toronto, Ont.	697
CBW	Winnipeg, Man.	689	CHVC	Niagara Falls, Ont.	695
CBX	Edmonton, Alta.	685	CHWK	Chilliwack, B. C.	686
CBXA	Edmonton, Alta.	685	CJAD	Montreal, Que.	700
CFAB	Windsor, N. S.	692	CJAT	Trail, B. C.	687
CFAC	Calgary, Alta.	685	CJAV	Port Alberni, B. C.	687
CFAR	Flin Flon, Man.	689	CJBC	Toronto, Ont.	697
CFBC	Saint John, N. B.	690	CJBR	Rimouski, Que.	701
CFCF	Montreal, Que.	700	CJBQ	Belleville, Ont.	693
CFCH	North Bay, Ont.	695	CJCA	Edmonton, Alta.	685
CFCL	Timmins, Ont.	697	CJCB	Sydney, N. S.	692
CFCN	Calgary, Alta.	685	CJCH	Halifax, N. S.	692
CFCO	Chatham, Ont.	693	CJCS	Stratford, Ont.	697
CFCW	Camrose, Alta.	685	CJDC	Dawson Creek, B. C.	686
CFCY	Charlottetown, P.E.I.	698	CJEM	Edmundston, N. B.	690
CFDA	Victoriaville, Que.	702	CJET	Smith Falls, Ont.	696
CFGP	Grande Prairie, Alta.	686	CJFP	Riviere-Du-Loup, Que.	701
CFGT	Alma, Que.	699	CJFX	Antigonish, N. S.	691
CFJB	Brampton, Ont.	693	CJGX	Yorkton, Sask.	704
CFJC	Kamloops, B. C.	686	CJIB	Vernon, B. C.	688
CFJR	Brockville, Ont.	693	CJIC	Sault Ste. Marie, Ont.	696
CFNB	Fredericton, N. B.	690	CJKL	Kirkland Lake, Ont.	694
CFNS	Saskatoon, Sask.	703	CJLS	Yarmouth, N. S.	692
CFOB	Fort Frances, Ont.	693	CJMS	Montreal, Que.	700
CFOR	Orillia, Ont.	695	CJMT	Chicoutimi, Que.	699
CFOS	Owen Sound, Ont.	695	CJNB	North Battleford, Sask.	703
CFPA	Port Arthur, Ont.	696	CJOB	Winnipeg, Man.	689
CFPL	London, Ont.	695	CJOC	Lethbridge, Alta.	686
CFPR	Prince Rupert, B. C.	687	CJON	St. John's, Nfld.	691
CFQC	Saskatoon, Sask.	704	CJOR	Vancouver, B. C.	688
CFRA	Ottawa, Ont.	695	CJOY	Guelph, Ont.	694
CFRB	Toronto, Ont.	697	CJQC	Quebec City, Que.	701
CFRG	Gravelbourg, Sask.	703	CJRL	Kenora, Ont.	694
CFRN	Edmonton, Alta.	685	CJRW	Summerside, P.E.I.	698
CFUN	Vancouver, B. C.	688	CJSO	Sorel, Que.	702
CHAB	Moose Jaw, Sask.	703	CJSP	Leamington, Ont.	695
CHAD	Amos, Que.	699	CJVI	Victoria, B. C.	688
CHAT	Medicine Hat, Alta.	686	CKAC	Montreal, Que.	700
CHED	Edmonton, Alta.	685	CKBB	Barrie, Ont.	693
CHEF	Granby, Que.	699	CKBC	Bathurst, N. B.	690
CHEX	Peterborough, Ont.	696	CKBI	Prince Albert, Sask.	703
CHFA	Edmonton, Alta.	685	CKBL	Matane, Que.	699

Call Letters	City	See Page	Call Letters	City	See Page
CKBM	Montmagny, Que.	699	CKOV	Kelowna, B. C.	687
CKBW	Bridgewater, N. S.	691	CKOX	Woodstock, Ont.	698
CKCH	Hull, Que.	699	CKOY	Ottawa, Ont.	695
CKCK	Regina, Sask.	703	CKPC	Brantford, Ont.	693
CKCL	Truro, N. S.	692	CKPG	Prince George, B. C.	687
CKCR	Kitchener, Ont.	694	CKPR	Fort William, Ont.	693
CKCV	Quebec City, Que.	701	CKRB	St. George De Beauce, Que.	701
CKCW	Moncton, N. B.	690	CKRC	Winnipeg, Man.	689
CKDA	Victoria, B. C.	688	CKRD	Red Deer, Alta.	686
CKDM	Dauphin, Man.	689	CKRM	Regina, Sask.	703
CKEC	New Glasgow, N. S.	692	CKRN	Rouyn, Que.	701
CKEN	Kenville, N. S.	692	CKRS	Jonquiere, Que.	699
CKEY	Toronto, Ont.	697	CKSB	St. Boniface, Man.	699
CKFH	Toronto, Ont.	698	CKSF	Cornwall, Ont.	693
CKGB	Timmins, Ont.	697	CKSM	Shawinigan Falls, Que.	701
CKGR	Galt, Ont.	694	CKSO	Sudbury, Ont.	697
CKLB	Oshawa, Ont.	695	CKTB	Ste. Catharines, Ont.	696
CKLC	Kingston, Ont.	694	CKTR	Trois-Rivieres, Que.	702
CKLD	Thetford Mines, Que.	702	CKTS	Sherbrooke, Que.	702
CKLG	Vancouver, B. C.	688	CKVD	Val D'Or	702
CKLN	Nelson, B. C.	687	CKVL	Montreal, Que.	700
CKLS	LaSarre, Que.	699	CKVM	Ville-Marie, Que.	702
CKLW	Windsor, Ont. (See Listing, Detroit, Mich.)	472	CKWS	Kingston, Ont.	694
CKLY	Lindsay, Ont.	695	CKWX	Vancouver, B. C.	688
CKMR	New Castle, N. B.	690	CKX	Brandon, Man.	689
CKNB	Campbellton, N. B.	690	CKXL	Calgary, Alta.	685
CKNW	New Westminster, B. C.	687	CKY	Winnipeg, Man.	689
CKNX	Wingham, Ont.	698	CKYL	Peace River, Alta.	686
CKOC	Hamilton, Ont.	694	VOAR	St. John's, Nfld.	691
CKOK	Penticton, B. C.	687	VOCM	St. John's, Nfld.	691
CKOM	Saskatoon, Sask.	704			
CKOT	Tillsonburg, Ont.	697			

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29 radio and 17 All-Conodo television stations from coast-to-coast, pinpoint your advertising message in all the key markets of Canada. All-Canada is also the largest Canadian distributor of packaged radio and television shows. Consult the All-Canada Man for complete Canadian radio and TV service.

ALL-CANADA  TELEVISION

ALL-CANADA RADIO
FACILITIES LIMITED

VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO

CFAC—Calgary—1922—CBC

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 Service.....BN, PUB, CP
 Newspaper Affil.....Herald
 Transcription.....Thesaurus, World Associated
 Representative.....All-Canada, Weed
 Membership.....CARTB
 President.....Basil Deane
 Sta. Manager.....A. M. Cairns
 Commercial Manager.....D. H. Hartford
 Program Director.....G. A. Brown
 Prom. Mgr., Pub. Dir.....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.....712 Twelfth Ave., E.
 Phone: 2-1161 Air Time: Full Time
 News Service.....BUP, BN
 Transcription.....SESAC, Lang-Worth
 Representative.....Can. Sta. Rep., Oakes
 Membership.....CARTB
 President, Sta. Manager.....H. G. Love
 V. P., Sls. Prom. Mgr.....James A. Love
 Operations Mgr.....Gordon L. Carter
 Prod. Manager.....Ned B. Corrigan
 Dir., Special Events.....Don Thomas
 Chief Engineer.....Robert W. 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
 President, Mng. Dir.....F. R. Shaw
 V.P., Gen. Mgr.....A. R. Mackenzie
 Gen. Sales Mgr.....Allan J. Barker
 B'cast. Mgr.....Peter J. Edwards
 Special Serv. Mgr.....Mrs. Pearl V. Borgal
 Tech. Director.....Gordon Morrison

CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Camrose Bcstg. Co.
 Address.....Smith Bldg.
 Phone: 3044 Air Time: Full Time
 News Service.....Press News
 Representative.....James Alexander
 Gen. Prom. Mgr., Pub.....Tom Shandro
 Commercial Manager.....Hal Yerxa
 Program Director.....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 Oulmet
 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 Oulmet
 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., Can. Sta. Reps., Oakes
 Membership.....CARTB, WAB
 Pres., Gen., Sta. Mgr.....G. R. A. Rice
 Commercial Mgr.....A. J. Hopps
 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.....UP
 Rep.....Omer Renaud Co., Hunt, McGillvra
 President.....Dr. L. O. Beauchemin
 Gen. Sta. Mgr.....Leo Remillard
 Comm., Sls. Prom. Mgr.....Jean Gautron
 Prog., Pub. Dir.....Gerald Lachance
 Chief Engineer.....Charles Ferland

CJCA—Edmonton—1922

CBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By.....Edmonton Bcstg. Co., Ltd.
 Bus.-Studio Address.....Birks Bldg.
 Phone: 4-4131 Air Time: Full Time
 News Service.....PN, BUP, CP
 Newspaper Affil.....Journal
 Trans. Serv.....Standard, World
 Representative.....All-Canada, Weed
 Membership.....CARTB

General Manager.....Gerry Gaetz
 Asst. Sta. Mgr..... Rolle Barnes
 Commercial Manager.....Cameron Perry
 Program Director.....Dalt Elton
 Promotion Manager.....Miss Win Sutton
 Chief Engineer.....Frank Hollingworth

CFGP—Grande Prairie—1937
CBC

Frequency: 1050 Kc.....Power: 5000 Watts
 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.....CARTB
 President.....H. E. Peterson
 Gen., Sta. Manager.....Arthur J. Balfour
 Commercial Manager.....Jack E. Soars
 Sls., Prom. Manager.....Gene Ross
 Pub. Director.....June Morrison
 Prog. Director.....Norman Hickey
 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 Third Ave. S.
 Phone: 3161.....Air Time: Full Time
 News Service.....Canadian Press
 Trans. Service.....Assoc., Thesaurus, World
 Representative.....Weed, All-Canada
 Membershp.....CAB, BBM, WAB
 President.....H. R. Carson
 Station Manager.....N. Botterill
 Commercial Manager.....J. Budd
 Program Director.....Ed Conville
 Chief Engineer.....Bob Reagh

CHAT—Medicine Hat—1946
CBC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
 Address.....520 First St., S.E.
 Phone: 2821.....Air Time: Full
 Representative.....Weed, All-Canada
 News Service.....BN, BUP
 Membership.....NARTB, CARTB
 Transcription Library.....World, SESAC
 President.....J. H. Yuill
 Gen., Sta. Mgr.....R. J. Buss
 Commercial Mgr.....Orv Kope
 Sls. Prom. Mgr.....Bill Bagshaw
 Prog. Dir.....Ian Carson
 Chief Engineer.....Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Peace River Bcstg. Co.
 Address.....Peace River
 Phone: 2535.....Air Time: Full
 News Service.....Broadcast News
 Transcription.....SESAC
 President.....Henry Jerry
 Sta. Mgr.....W. C. Gliege
 Sls. Prom. Mgr.....Dave Lilwall

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.....Canadian Press
 Representative.....Radio Reprs., Young
 President.....Gordon S. Henry
 Gen., Sta. Mgr.....G. A. Bartley
 Comm. Mgr.....Cam Harju
 Program Director.....Stan Sterling
 Chief Engineer.....Ken L. Martin

BRITISH COLUMBIA

CHWK—Chilliwack—1927
CBC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fraser Valley Bcstrs., Ltd.
 Address.....Box 50
 Phone: 7511-21.....Air Time: Full Time
 News Service.....Broadcast News
 Representative.....All-Canada, Weed
 Gen. Mgr., Pres.....Jack Pilling
 Commercial Manager.....W. G. Teetzel
 Production Mgr.....J. M. MacLachlan
 Pub. Director.....Betty Needs

CJDC—Dawson Creek—1947

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Station CJDC, Ltd.
 Business Address.....2nd Ave. & 9th St.
 Phone: 216.....Air Time: Full Time
 News Service.....Broadcast News
 Transcription Service.....World, Associated
 Representative.....Radio Representative

Membership.....CARTB, WAB, BCAB
 President.....W. B. Michaud
 Manager.....W. Mike Lavern Michaud
 Asst. Manager.....Trevor C. Schofield
 Comm. Manager.....Eihel Emes
 Sls. Prom. Manager.....Leroy Tansem
 Prog. Director.....Don Mann
 Publicity Director.....Idella Large
 Chief Engineer.....Murray Stevens

CFJC—Kamloops—1927
CBC

Frequency: 910 Kc.....Power: 1 Kw. d.
 Owned.....Kamloops Sentinel, Ltd.
 Address.....310 St. Paul St.
 Phone: 1021.....Air Time: Full Time
 Newspaper Afil.....Sentinel
 News Service.....CP
 Trans. Service.....World
 Sta. Rep.....All-Canada, Weed
 Membership.....CARTB
 Gen. Mgr.....Ian G. Clark

Pub. Dir., Comm. Mgr. R. J. Innes
 Sls. Prom. Mgr. W. Harwood
 Program Dir. Tom Koch
 Chief Engineer Fred Webber

CKOV—Kelowna—1931
CBC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By. Okanagan Bcstrs., Ltd.
 Address. Box 1431
 Phone: 3331 Air Time: Full Time
 News Service BN
 Transcription Service World
 Representative All-Canada, Weed
 Membership CARTB
 President. Mrs. J. W. B. Browne
 Gen. Mgr. J. H. Browne
 Station, Comm. Manager. Dennis Reid
 Promotion Manager. Ed Boyd
 Program Director. Frank Bond
 Chief Engineer. J. Fred Weber

CHUB—Nanaimo—1949

Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Operated By. Standard Bcstg. Co.
 Business Address. Malaspina Hotel
 Phone: 2630 Air Time: Full Time
 Newspaper Affil. Vancouver Sun
 News Service UP
 Transcription Service. World, Standard
 Rep. Stephens & Towndrow, Hunt, Stovin
 Sta. Mgr., Prog. Dir. C. J. Rudd
 Comm., Prom. Mgr. Sheila Hassell
 Publicity Director. Reid McLeod
 Chief Engineer. 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 BN
 Representative. Stovin, Can. Sta. Reps.
 Membership. CARTB, WARTB, BCARTB, BBM
 President. Maj. R. H. Green
 Station Mgr., Chief Engineer. A. R. Ramsden

CKNW—New Westminster
1944

Frequency: 1320 Kc. Power: 5000 Watts
 Owned By. Intl. Bcstg. Co., Ltd.
 Business-Studio Address. 227 Columbia St.
 Phone: N.W. 3000 Air Time: Full Time
 News Service BNP, BUP
 Transcription. Associated, Standard, Cole
 Representative. Forjoe, R-Reps., B'cast. Reps.
 Membership CARTB
 President. William Rea, Jr.
 Assistant Manager. Hugh Wallace
 Prog. Dir. Hal Davis
 Gen., Station Mgr. W. J. Hughes
 Merchandising Dir. Mel Cooper
 Sls. Prom. Mgr. Stan Buchanan
 Chief Engineer. Leo Haydamack

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. Finnerly
 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. Halldorson
 Chief Engineer. Ross McIntyre

CKPG—Prince George—1945
CBC

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station CKPG, Ltd.
 Address. 1220 Sixth Ave.
 Phone: 140. Air Time: Full Time
 News Service Can. Press
 Representative All-Canada, Weed
 Membership CARTB, BBM
 President. Frank H. Elphicke
 General Manager. Cecil G. Elphicke
 Station Manager. Charles Cawdell
 Comm. Manager. R. T. Harkins
 Sls. Prom. Manager. R. A. East
 Prog. Director. J. D. Bridges
 Pub. Director. Lois Wilson
 Chief Engineer. G. K. Rolston

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 Number 1840
 News Service AP
 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. Hepburn

CBU—Vancouver—1936—CBC

Frequency: 890 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Canadian Bcast. Corp.
 Address.....701 Hornby St.
 Phone Number.....Marine 6121
 News Service.....BUP
 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: Marine 6464.....Air Time: Full Time
 News Service.....BUP, Press News
 Transcription Service.....Thesaurus
 Representative.....Stovin, Adam J. Young, Jr.
 Membership.....CARTB
 Pres., Sta. Mgr.....George C. Chandler
 Sales Manager.....Bus Ryan
 Prom. Mgr., Pub. Dir.....Dorwin Baird
 Prog. Director.....Vic Waters
 Chief Engineer.....Art Chandler
 Commercial Mgr.....Don Laws

CKLG—Vancouver—1955

Frequency: 1070 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lions Gate B'casting., Ltd.
 Address.....143 E. 11th, North Vancouver
 Phone: York 1101.....Air Time: Full Time
 News Service.....C.P.
 Transcription Service.....SESAC
 Sta. Reps.....Don Cooke, James Alexander
 Membership.....CARTB
 Gen., Sta. Manager.....Robert T. Bowman
 Comm. Manager.....John N. Hunt
 Sls. Prom. Manager.....James Thom
 Prog. Director.....Rudy Hartman
 Pub. Director.....C. Baxter
 Chief Engineer.....T. Payne

CFUN—Vancouver

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Broadcast Operations, Ltd.
 Address.....812 Robson St.
 Phone: Marine 1271.....Air Time: Full Time
 News Service.....BUP
 Representative.....Nat. Broadcast Sales
 Membership.....CARTB
 President.....R. R. Keay
 Mng. Dir., Gen., Sta. Mgr.....Pat McDonald
 Comm. Manager.....Fin Anthony
 Sls. Prom. Mgr.....Warren Johnstone
 Prog. Director.....Stan Lettner
 Pub. Director.....Norm Williams
 Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923 MBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....CKWX Radio, Ltd.
 Business-Studio Address.....543 Seymour St.
 Phone: TA. 5131.....Air Time: Full Time
 News Service.....CP, BUP
 Transcription Service.....World
 Representative.....All-Canada, Weed
 President.....Arthur Holstead
 General Manager.....Frank H. Elphicke
 Gen. Sls. Manager.....John L. Sayers
 Program Manager.....John Ansell
 Plng., Res. Director.....MacIntosh MacDonald
 Assistant Manager.....Sam G. Rosa
 Prom. Manager.....Phil J. Baldwin
 Prod. Manager.....Laurie Irving
 Chief Engineer.....Charles Smith

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 Bcast. Co., Ltd.
 Business-Studio Address.....817 Fort Street
 Phone: 2-8221.....Air Time: Full Time
 News Service.....BN
 Transcription Service.....Associated, World
 Representative.....Weed, All-Canada
 Membership.....CARTB
 President.....J. M. Taylor
 Sta., Comm. Mgr.....W. M. Guild
 Sls. Prom., Pub. Mgr.....Hugh Curtis
 Program Director.....Fred G. Usher
 Chief Engineer.....Joe Sommers

CKDA—Victoria—1950—CBC

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Capital Bcast. System
 Address.....1450 Douglas St.
 Phone: 4-9311.....Air Time: Full Time
 News Service.....BUP, CP
 Transcription Service.....Standard, SESAC
 Representative.....Farjoe Nat. B'cast. Sls., Hunt
 Pres., Gen. Mgr.....David M. Armstrong
 Sta., Comm. Manager.....Gordon M. Reid
 Prog. Director.....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... 2940 Victoria Ave.
Phone: 5393 Air Time: Full Time
Transcription Service... Thesaurus, SESAC
Representative... Radio Representatives, Young
News Service... BUP, BN
Pres., Gen. Manager... J. B. Craig
Commercial Manager... E. D. Holland
Asst. Sta. Manager... Eric Davies
Sls. Prom. Manager... Betty Murphy
Chief Engineer... E. Humphrey Davies

CKDM—Dauphin—1950

Frequency: 1050 Kc. Power: 1000 d.; 250 n.
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
Membership... CARTB
President... A. T. Warnock
Mng. Director... Mrs. G. Peebles
Asst. Manager... J. M. Henderson
Comm. Manager... Jack Henderson
Sls. Prom. Mgr., Prog. Dir... Bob Wood
Pub. Director... Ted Meseyton
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: 1000 Watts
Owned... Radio-St. Boniface Ltd.
Address... 607 Langevin St.
Phone: 20-4865 Air Time: Daytime
News Service... BUP
Trans. Service... SESAC
Representative... Renaud, McGillivra, Hunt
President... Dr. P. E. LaFleche
Gen. Mgr., Pub. Dir... 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: 742541 Air Time: Full Time
News Service... Canadian Press; BUP
Reg. Director... J. R. Finlay
Reg. Prog. Director... D. E. Cameron
Reg. Engineer... R. D. Cahoon
Comm. Sls. Rep... R. L. Horley
Publicity... C. E. L'Ami

CJOB—Winnipeg—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Blick Bcstg., Ltd.
Business-Studio Address... Lindsay Bldg.
Phone: 926, 374 Air Time: Full Time
Transcription Service... World, Thesaurus,
Associated, Standard, Lang-Worth
Membership... CARTB
News Service... CP; BUP
Representative... R-Reps., Adam Young
President... J. O. Blick
Commercial Manager... A. J. Messner
Office Manager... Frances Sprague
Sales Prom. Mgr... Jim Gibson
Prog. Director... George C. Davies
Chief Engineer... R. V. Durlie

CKRC—Winnipeg—1934 CBC

Frequency: 630 Kc. Power: 5000 Watts
Owned... Transcanada Communications, Ltd.
Bus.-Studio Address... 300 Carlton St.
Phone: 922-266 Air Time: Full Time
News Service... BUP, Press News, 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. Manager... 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., N.
Phone: 93-1531 Air Time: Full Time
Transcription... Capital, SESAC, Associated
Representative... Stovin, Forjoe
Membership... RAB, CARTB, WAB
President... Lloyd E. Moffatt
Sta. Manager... W. E. Collier
Comm. Manager... C. F. Hawkins
Sales Prom. Mgr... Harry O. Watts
Program Director... Jack R. Stewart
Chief Engineer... Andy Malowanchak

NEW BRUNSWICK

CKBC—Bathurst—1955

Frequency: 1400 Kc. Power: 250 W.
Owned-Operated By: Bathurst Bcstg. Co., Ltd.
Address: Goff St.
Representative: Alexander
President: J. Leo Hachey
Gen. Mgr.: W. J. Davis
Commercial Manager: G. Royal

CKNB—Campbellton—1939 CBC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By: Restigouche Bcstg. Co., Ltd.
Business Address: 110 Water St.
Phone: PLaza 3-2009. Air Time: Full Time
Representative: Hardy, Weed
Transcription: All-Canada; Caldwell
Membership: CARTB, BBM
President: J. Wesley MacDonald
Mgn. Director: Dr. Charles H. Houde
Sls. Prom. Mgr.: Connie Richardson
Station Manager: Stan Chapman
Program Director: Bob Richards
Chief Engineer: L. P. Paquet

CJEM—Edmundston—1944 CBC

Frequency: 570 Kc. Power: 1000 Watts
Owned-Oper. By: Edmundston Radio, Ltd.
Address: 91 Canada Rd.
Phone: 880. Air Time: Full Time
Transcription Service: SESAC
News Service: BN
Representative: Stovin, Young
President: Georges Michaud
Gen. Mgr.: Jack Brilliant
Station, Comm. Mgr.: Georges Guerrette
National Prog. Dir.: Harry Wilsie
Program Director: Hermel Dumont
Pub. Dir., Asst. Mgr.: Bob Beaulieu
Chief Engineer: Adrien Garceau

CFNB—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, R.P.
Transcription Service: Thescurus
Representative: All-Canada, Weed
Membership: CARTB
President: J. Stewart Neill
General Manager: D. Malcolm Neill
Prog. Director: H. L. McFee
Retail Sls. Manager: George W. Brown
Sta., Comm. Manager: J. T. H. Fenely
Chief Engineer: Glenn D. Love

CBAF—Moncton—1954—CBC

Frequency: 1300 Kc. Power: 5000 Watts
Address: Georges & Archibald Sts.
Phone: 4-3366. Air Time: Daytime
Owned-Oper. By: Canadian Bcstg. Corp.
Address: 232 St. Georges St.
General Manager: Alphonse Ouimet
Commercial Mgr.: M. Valiquette
Acting Sta. Mgr.: Reynald Teasdale

Publicity Director: Lylal D. Brown
Engineer: H. M. Smith

CKCW—Moncton—1934—CBC

Frequency: 1220 Kc. Power: 10,000 Watts
Owned-Oper. By: Moncton Bcstg., Ltd.
Address: K of P Bldg.
Phone: 4-9111, 2, 3, 4. Air Time: Full Time
News Service: BUP, CP, Radio Press
Transcription Service: Lang-Worth
Representative: Young, Stovin
Pres., Gen. Mgr.: F. A. Lynds
Sta., Comm. Prom. Manager: T. Tonner
Program Director: Robert Reid
Publicity Director: Thomas H. Tonner
Chief Engineer: Arnold Brewster

CKMR—New Castle—1949 BC

Frequency: 790 Kc. Power: 1000 Watts
Owned: Miramichi Bcstg. Co., Ltd.
Phone: 690. Air Time: Full Time
Representative: Renaud
President: L. W. Flett
Sta. Mgr., Chief Engr.: R. J. Wallace
Publicity Director: Fred Haining

CBA—Sackville—1939—CBC

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Address: 100 Sackville St., Halifax, N. S.
Phone: 28311. Air Time: Full Time
Regional Director: W. E. S. Briggs
Regional Prog. Dir.: S. R. Kennedy
Comm. Rep.: Dcn LeBlanc
Press & Info. Rep.: A. W. Wilson
Reg. Engineer: H. M. Smith

CFBC—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
Representative: Young, Hunt, Nat'l Bcst. Sales
President: A. M. A. McLean
General Manager: Hugh T. Trueman
Sales Manager: C. F. Bedford
Program Supervisor: D. H. Armstrong
Prom. Mgr., Publ. Dir.: R. J. Gallagher
Chief Engineer: H. M. Stout

CHSJ—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
Representative: All Canada, Weed & Co.
President: T. F. Drummie
General Manager: George A. Cromwell
Program Director: Cleve G. Stillwell
Station Manager: Earl McCarron
Sls. Prom. Mgr.: Frank Doody
Pub. Director: Alfred E. Murphy
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..... High Street
Phone: 2102. Air Time: Full Time
News Service..... AP, INS, UP
Gen. Mgr. J. Alphonse Ouimet
Station Manager..... John J. Grace
Press & Info. Dept., Prom. Mgr. Ron C. Fraser
Comm. Manager..... G. D. Halley
Prog. Director..... R. G. O'Brien
Area Engineer..... E. D. Witherstone

CBN—St. John's—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Address..... St. John's
News Service..... CP, Reuters
Representative..... CBC
General Manager (CBC)..... J. Alphonse Ouimet
Commercial Mgr. (CBC)..... W. E. Powell

Prog. Director..... Charles Jennings
Publ. Director (CBC)..... Ron C. Fraser
Dir. of Engrg..... W. G. Richardson

CJON—St. John's—1951

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By..... Nfld. Bcstg. Co., Ltd.
Address..... Radio-TV Bldg.
Phone: 7105. Air Time: Full Time
News Service..... AP, CP, Press News
Transcription Service..... Lang-Worth, SESAC
Reps..... All-Canada Radio, Weed
Membership..... CARTB
Pres., Gen. Mgr..... Geoffrey W. Stirling
Station Manager..... Don Jamieson
Commercial Manager..... Mrs. J. LeClair
Sales Prom. Mgr..... Jack Baird
Program Director..... Art Harnett
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..... St. Ninian St.
Phone: 580. Air Time: Full Time
News Service..... BUP
Transcription Service..... SESAC
Representative..... Mulvihill, Young
President..... Rev. D. MacCormick
Sta. Mgr., Chief Eng..... Gordon MacDougall
Comm. Manager..... Omar Blondahl
Program Dir..... Bruce Rafuse
Traffic..... Ann Forbes

CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By... Acadia Bcstg. Co., Ltd.
Address..... 399 King St.
Phone: Liberty 3-2401. Air Time: Full Time
Representative..... Radio Reps., Don Cooke

News Service..... Can. Press
Membership..... CARTB
President..... C. I. 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.
Phone: 2-8311. Air Time: Full Time
News Service..... CP, BUP
Regional Director..... W. E. S. Briggs
Reg. Prog. Dir..... S. R. Kennedy
Comm. Rep..... Don LeBlanc
Press & Infor. Rep..... A. W. Wilson
Regional Engineer..... H. M. Smith

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. Grelg

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
 News Service AP, Can. Press
 Transcription Service World, SESAC
 Representative Mulvihill, Adam Young
 President B. Pearson McCurdy
 Station Manager E. Finlay MacDonald
 Comm. Manager Howard E. Gerard
 Sls. Prom. Manager Clair Chambers
 Program Director Al Foster
 Chief Engineer A. Reginald MacWilliams

CKEN—Kentville—1947

Frequency: 1350 Kc. Power 1000 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—Sydney—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

Freq.: 1270 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Cape Breton Bcstrs., Ltd.
 Business-Studio Address Radio Bldg.
 Phone Number 5598-7
 Air Time Full Time
 News Service PN
 Transcription Service Thesaurus, Lang-Worth
 Representative All-Canada, Weed
 General Manager J. Marven 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: 600 Kc. Power: 1,000 Watts
 Owned-Operated By Colchester Bcstg. Co. Ltd.
 Business Address: 7 Pleasant St.
 Phone: 4491 Air Time: Full Time
 News Service BUP
 Transcription Service World
 Representative Radio Time Sales
 Membership CARTB
 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. Smilh
 Publicity Dir. William Singer

CKBB—Barrie—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Barrie Bcstg. Co. Ltd.
 Address Box 69
 Phone: 5585 Air Time: Full Time
 News Service BN
 Transcription Service SESAC
 Membership CARTB, BBM
 Representative Young, Mulvihill
 Pres., Gen. Mgr. Ralph T. Snelgrove
 Sta. Mgr., Comm. Mgr. Robert Hunter
 Program Director Robert McLean
 Chief Engr. Jack Mattenley

CJBQ—Belleville—1946—CBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Quinte Bcstg. Co., Ltd.
 Address P. O. Box 399
 Phone: Woodland 8-5555 Air Time: Full Time
 News Service Broadcast News
 Transcription Service World
 Representative Can. Sta. Rep.
 Membership CARTB
 President A. MacLean Haig
 Station Manager W. H. Stovin
 Commercial Manager J. H. MacDonald
 Program Director P. F. Flagler
 Sls. Prom. Manager F. C. Murray
 Chief Engineer J. B. Buchanan

CFJB—Brampton—1953

Frequency: 1090 Kc. Power: 250 W. d.
 Owned-Oper. By CFJB, Ltd.
 Address 2 Ellen St.
 Phone: 2321 Air Time: Daytime
 News Service BN, BUP
 Trans. Service World, Lang-Worth, SESAC
 Membership CARTB
 Rep. Radio & TV Sales, Cooke
 President William Martin
 Gen., Sta. Mgr., Prog. Dir., Eng. Fenwick Job
 Commercial Manager Russell Waters
 Sls. Prom. Manager Stan Larke
 Publicity Director John Fox

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
 Representative Stovin, Young
 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
 Owned-Operated By John Beardall
 Business Address P. O. Box 277
 Phone: 2626 Air Time: Full Time
 News Service BUP
 Membership CARTB
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr., Pub. Dir. John Beardall
 Comm. Director Arch Ferrie
 Program Director Ed Nachaj
 Chief Engineer Gordon Brooks

CKSF—Cornwall—1945—CBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Standard-Freeholder, Ltd.
 Business-Studio Address 36 Pitt St.
 Phone Number 4800-01
 Air Time 6:45 a.m.-11:45 p.m.
 News Service CBN
 Transcription Service Thesaurus
 Representative Stovin, McGillvra
 Membership CARTB
 Station Manager Fred H. Pemberton
 Publicity Director Alma Larocque
 Program Director Carl Fisher
 Chief Engineer Mahlon Clark

CFOB—Fort Frances—1944 CBC-KBS

Frequency: 800 Kc. Power: 1 Kw. d., 1 Kw. n.
 Owned By N. Border Bcstg., Ltd.
 Business-Studio Address 242 Scott St.
 Phone: 200 Air Time: Full Time
 News Service BN
 Transcription Service Keystone, Lang-Worth
 Representative Cooke
 Vice-pres., Comm. Mgr. Frank Hall
 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, Victoria Ave.
 Phone: 33477 Air Time: Full Time
 News Service CP, Press News
 Trans. Ser. Thesaurus
 Rep. Radio Representative, Young, Stovin
 Membership CARTB
 Pres., Gen. Mgr. H. F. Dougall
 Sta., Comm., Sls. Prom. 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: Galt B'casting Co., Ltd.
 Address: 3 Amslie St.
 Phone: 4318 Air Time: Daytime
 News Service: Broadcast News
 Transcription Service: Lang-Worth
 Representative: Radio Time Sales
 President: Mrs. Margaret Spohn
 Gen., Sta. Manager: Gerald Lee
 Comm. Prom. Mgr.: Donald Carter
 Program Director: John Meadows
 Pub. Dir., Chief Eng.: 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
 Representative: Radio Reprs., Cooke
 Membership: CARTB
 Pres., Sta. Mgr.: Wallace Slatte
 General Mgr.: Frederick T. Metcalf
 Program Director: J. D. LeBlanc
 Commercial Mgr.: J. Jackson
 Publicity Dir.: Norman Jary
 Chief Engineer: J. Milligan

CHML—Hamilton—1926

Frequency: 900 Kc. Power: 5000 Watts
 Owned-Oper. By: Maple Leaf Bcstg. Co., Ltd.
 Business-Studio Address: 848 Main St., E.
 Phone: Lberty 9-2411 Air Time: Full Time
 News Service: Press News, Ltd.
 Rep.: Stephens & Towndrow, Young,
 Nat. B'cast Sales
 Membership: CARTB, RAB
 President: Kenneth D. Soble
 General Manager: Tom Darling
 Commercial Manager: W. D. Whitaker
 Sales Prom. Mgr.: W. R. Beecroft
 Program Director: Agnes M. Anderson
 Pub. Director: Bill Hall
 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., N.
 Phone: JAcKson 7-4483 Air Time: Full Time
 News Service: BUP, BN, Can. Press
 Transcription Service: Thesaurus, World
 Representative: All-Canada, Weed
 Membership: CARTB, BBM
 President: H. R. Carson
 V. P., General Manager: W. T. Cranston
 Asst. Manager: J. Lyman Poits
 Comm. Manager: J. N. Inkster
 Promotion Mgr.: Frank Fogwell
 Program Director: T. J. Garner
 Chief Engineer: Leslie Horton

CJRL—Kenora—1938—CBC

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Oper. By: Lake of Woods B'cast, Ltd.

Address: Johnson Block
 Phone: 6212 Air Time: Full Time
 News Service: CP
 Representative: Stovin, Cooke
 Membership: BBM, RAB, CARTB
 President: L. E. Moffat
 Station Manager: Bill Whittingham
 Prog. Dir., Chief Eng.: Don MacTavish

CKLC—Kingston—1953—CBC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By: St. Lawrence Bcstg. Co., Ltd.
 Address: 99 Brock St.
 Phone: 24927 Air Time: Full Time
 News Service: BN, BUP
 Transcription Service: World
 Representative: Stovin, Forjoe
 President: R. S. Grant
 Sta., Gen. Manager: T. D. French
 Comm. Manager: J. F. French
 Prog. Director: 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: Radio-Television Centre
 Phone: 2-4977 Air Time: Full Time
 News Service: BN
 Newspaper Affil.: Kingston Whig Standard
 Rep.: Natl. Bcst. Sales, Weed
 Membership: CARTB
 President: Senator W. R. Davies
 Vice-President: Roy H. Thomson
 Gen. Manager: J. M. Davidson
 Station Manager: P. D. Scallan
 Comm. Manager: Weldon Wilson
 Prog. Director: W. Williamson
 Pub. Director: Bette Colger
 Chief Engineer: A. E. Cobb

**CJKL—Kirkland Lake—1934
 CBC**

Frequency: 560 Kc. Power: 5000 Watts
 Owned: Kirkland Lake Bcstg., Ltd.
 Address: 22 Govt. Rd. West
 Phone: 27 Air Time: Full Time
 News Service: BN
 Representative: Natl. Bcst. Sales, Weed
 Membership: CARTB
 President: Roy H. Thomson
 General Manager: J. M. Davidson
 Station Manager: Gord Burnett
 Commercial Manager: Ken Billings
 Sales Prom. Manager: Barbara Johnston
 Program Director: Jesse French
 Publicity Director: B. Johnston
 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: 135 King St. W.
 Phone: SHerwood 3-3628 Air Time: Full Time

News Service AP
 Transcription Service SESAC, Associated
 Rep. Renaul, Hunt, Young, McGillvra
 Membership CARTB
 Pres., Gen. Mgr. James C. Mitchell
 Sls. Prom., Comm. Mgr. Jack G. Liddle
 Sta. Mgr., Prog. Dir. Ken W. Mackinnon
 Publicity Dir. Bob Tschantz
 Chief Engineer Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc. Power: 250 W., d.
 Owned-Operated By... Sun Parlor Bcstg., Ltd.
 Address. 23 Erie St., N.
 Phone: 2780. Air Time: Day
 Representative Best
 Pres., Comm. Mgr. A. A. Brunder
 Sales Manager. J. L. Moore

CKLY—Lindsay—1955

Frequency: 910 Kc. Power: 1 Kw.
 Owned-Operated By... Greg-May Bcstg. Ltd.
 General Manager. Herb May
 Commercial Manager. E. Neill Gregory

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
 Newspaper Affil. London Free Press
 Transcription Lang-Worth, World
 Representative Weed, All-Canada
 Membership CARTB, RAB
 President. Walter J. Blackburn
 Gen. Mgr. Murray T. Brown
 Comm., Station Mgr. Douglas C. Trowell
 Prog. Dir. J. N. Ilman
 Sls. Prom. Mgr., Pub. Dir. Harvey M. Clarke
 Chief Engineer. Glen A. Robtaille

**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, RE 4-7269. Air Time: Full Time
 Representative Cooke, Alexander
 President. B. Howard Bedford
 Prog. Director. A. W. Blakely
 Commercial Manager. Sam Carpenter
 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: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By... Gordon E. Smith
 Bus.-Studio Address. 241 West St., N.
 Phone: 3511. Air Time: Full Time
 News Service Can. Press
 Transcription Service World
 Representative Stephens & Towndrow
 Membership CARTB
 Pres., Gen., Sta. Mgr. Gordon E. Smith
 Comm. Manager. William Pratt
 Prom. Mgr., Pub. Dir. Stuart C. Brandy
 Program Director. Pete McGarvey
 Chief Engineer. George Slinn

CKLB—Oshawa—1949

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By... Lakeland Bcstg. Co., Ltd.
 Business-Studio Address. 16 Centre St.
 Phone: 3-3415. Air Time: Full Time
 Transcription Service World
 News Service BN
 Representative Alexander, McGillvra
 Membership CARTB
 Pres., Gen. Mgr. Alfred H. Collins
 Comm., Sta. Mgr. Gordon G. Garrison
 Program Director Ken Phillips
 Chief Engineer. W. C. Marchand

CBO—Ottawa—1924—CBC

Frequency: 910 Kc. Power: 5000 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
 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 635 Richmond Rd.
 Phone: PA. 2-6501 Air Time: Full Time
 News Service AP, UP
 Transcription Service... Capitol, Thesaurus,
 World, Lang-Worth
 Representative. Cooke, Natl. Bcst. Sales
 President. Duncan K. MacTavish
 Station Mgr. Jack Daly
 Commercial Manager. Keith Kearney
 Program Director. Keith Sterling
 Pub. Dir., Sales Prom. Mgr. Lew Hill
 Chief Engineer. Ken Pultock

**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
 Membership CARTB
 President Howard Fleming
 General Manager. William N. Hawkins
 Commercial Manager. R. Tomlinson
 Program Director Stew Blancher
 Publicity Director L. Phillips
 Chief Engineer Garritt Stoffer

Owned. Niagara District Bcstg. Co., Ltd.
 Business-Studio Address 12 Yates St.
 Phone: MU. 4-1174 Air Time: Full Time
 News Service Broadcast News
 Transcription Service Standard, World
 Representative McGillvra, P. Mulvihill
 Membership CARTB, BBM
 President. W. B. C. Burgoyne
 Managing Director. Mary C. Burgoyne
 Comm., Prom. Manager. V. A. Lococo
 Prog., Pub. Director. Jack Dawson
 Chief Engineer. W. H. Allen

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

CHLO—St. Thomas-London
1948—CBC

Frequency: 680 Kc. Power: 1000 Watts
 Owner. Station CHLO, Ltd.
 Address. 133 Curtis St., St. Thomas;
 171 Dundas St., London
 Phone: St. Thomas 3696; London 2-2284.
 Air Time: Full Time
 News Service BUP
 Trans. Service. Lang-Worth
 Reps. Stephens & Towndrow, Can. Sta. Reps.
 Membership CARTB, CCBA
 President. G. C. Nichols
 General Manager. E. M. Smith
 Ass't Mgr., Prom. Mgr. P. K. Dickens
 Program Director. W. G. Moyer
 Chief Engineer W. R. Onn

CHEX—Peterborough—1942
CBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned. Kawartha Bcstg. Co., Ltd.
 Business-Studio Address. Box 657
 Phone: 2-0451 Air Time: Full Time
 News Service BN
 News, Affil. The Examiner
 Representative Natl. Bcst. Sales, Weed
 Membership CARTB, RAB
 President. W. R. Davies
 General Manager. J. Davidson
 Station Manager. N. J. Weatherwax
 Commercial Manager. R. Redmond
 Sales Prom. Manager. G. F. Grady
 Program Director. Dave Clark
 Publicity Director. Hartley Hubbs
 Chief Engineer Bert Crump

CHOK—Sarnia—1946—CBC

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Sarnia Bcstg., 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

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
 Trans. Service. Standard, SESAC, Lang-Worth
 Representative Broadcast Reps.
 Alexander, Weed, Hunt
 Membership CARTB
 President, Gen. Mgr. Ralph H. Parker
 Station Manager. R. P. MacGowan
 Program Director. Jim Haldorsen

CJIC—Sault Ste. Marie—1934
CBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Hyland Radio-TV Ltd.
 Address. 119 East St.
 Phone: 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

CKTB—Ste. Catharines—1930
CBC

Frequency: 620 Kc. Power: 1000 Watts

CJET—Smith Falls—1955

Frequency: 1070 Kc. Power: 250 W.
 Owner. J. W. Pollie

CJCS—Stratford—1927
CBC-DOMINION

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: CJCS, Ltd.
Address: 125 Ontario St.
Phone: 1675. Air Time: Full Time
News Service: BUP
Representative: All Canada, Weed
Pres., Gen. Manager: Frank M. Squires
Sta., Comm. Mgr.: S. E. Tapley
Prog., Pub. Director: William Inkol
Chief Engineer: John Grigg

CHNO—Sudbury—1947—CBC

Frequency: 900 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
Rep.: Renaud, Hunt, Ccn. Sta. Reps.
President, General Mgr.: F. B. Ricard
Station Commercial Manager: R. Riel
Prog., Pub. Director: Will Davidson
Chief Engineer: Len Stone

CKSO—Sudbury
CBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: CKSO, Radio, Ltd.
Bus. Studio Address: Regent at Ash Sts.
Phone: OS 4-0711. Air Time: Full Time
News Service: AP
Representative: All-Canada, Weed
President: G. M. Miller, Q.C.
General Manager: W. J. Woodill
Comm. Manager: K. Dobson
Program Director: R. D. Alexander
Chief Engineer: J. McRae

CKOT—Tillsonburg—1955

Frequency: 1510 Kc. Power: 250 W.
Owned-Oper. By: Tillsonburg Bcstg. Co., Ltd.
Address: 20 Baldwin St.
Phone: 1500
Representative: Radio Reps.
General Manager: John Lamers
Publicity Director: L. Evans
Chief Engineer: A. Ken Orton

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 Cicci
Chief Engineer: Ernie Molt

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 Oulmet
Commercial Manager (CBC): W. E. Powell
Program Director (CBC): Charles Jennings

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
News Service: CP, BUP
Transcription Service: Thesaurus, World
Representative: Can. Sta. Reps., All-Canada
President: Harry Sedgwick
Station Manager: Lloyd Moore
Commercial Manager: Waldo Holden
Program Director: Wes McKnight
Sls. Prom. Mgr., Pub. 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.
Phone: EMpire 4-4271. Air Time: Daytime
News Service: Canadian Press
Representative: McGillvra, R. & TV Sales
Membership: RAB
President: Allan F. Waters
Program, Publicity Director: Phil Stone
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, CP
Director of Radio: J. M. Kannawin

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.....Na'l. Bcst. Sales, Cooke
 President, Gen. Mgr.....Jack K. Cooke
 Station Manager.....Hal Cooke
 Commercial Manager.....Jack Turrall
 Program Director.....Don Insley
 Publicity Director.....Eddie Guest
 Chief Engineer.....Allan Taylor

CKFH—Toronto—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Foster Hewitt Bcstg., Ltd.
 Address.....1 Grenville St.
 Phone: Walnut 3-0921..... Air Time: Full Time
 News Service..... BUP, BN
 Transcription Service..... Associated, SESAC
 Representative...Stephens & Towndrow, Weed
 Membership.....CARTB
 President.....Foster Hewitt
 Station Manager.....Howard C. Caine
 Sales Manager.....Keith Davey
 Program Director.....Bill Hewitt
 Publicity Director.....Frank Somerville
 Chief Engineer.....Gerald Wilson

CHVC—Welland—1947

(See Listing Niagara Falls, Ont.)

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, BN
 Transcription Service.....Thesaurus
 Representative.....Alexander, Young
 Membership.....CARTB
 President, General Mgr.....W. T. Cruickshank
 Sta., Comm. Manager.....J. J. Cruickshank
 Promotion Manager.....John Langridge
 Program Dir.....John Brent
 Publicity Director.....Clint Godwin
 Chief Engineer.....S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcstg. Co.
 Business Address.....P. O. Box 100
 Phone: Lennox 7-3414..... Air Time: Full Time
 News Service.....BUP
 Transcription Service.....Lang-Worth
 Representative.....Hunt, Renaud
 Membership.....CAB
 President, Gen.-Station Mgr.....Monty J. Werry
 Comm. Manager.....Rex Brooks
 Program Director.....William Tonner
 Chief Engineer.....Robert Watmough

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.....Broadcast News
 Transcription Service.....Thesaurus
 Representative.....All-Canada, Weed
 Membership.....CARTB
 President.....Mrs. 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
 Comm. Manager.....H. D. Mitchell
 Program Director.....L. E. Huestis
 Chief Engineer.....J. 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.
Phone NO 2-3461
Representative Renaud
News Service CP
Transcription SESAC
General Manager Jean Jacques Fortin
Commercial Mgr. Eric Gagnon
Program Dir. France Fortin
Chief Engineer Marius Girard

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—1933—CBC

Frequency: 1580 Kc. Power: 10,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Address 315 Racine St. E.
Phone: 4-7747. Air Time: Full Time
President A. D. Dunton
General Manager J. A. Ouimet
Station Manager V. Fortin
Commercial Mgr. M. Valiquette
Program Director R. Rolland
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

CHRD—Drummondville—1955

Owned-Operated By Radio Drummond Ltee.
Representative Renaud
President Maurice Sigouin
General Manager Benoit Vanier
Publicity Director Claude Bedard
Chief Engineer Gerard Paul

CHEF—Granby—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granby Bcstg. Co., Ltd.
Address Hains Bldg., 13 Centre
Phone: FR 2-6811. Air Time: Daytime
News Service BUP
Newspaper Affil. La Revue
Representative Omer Renaud
Membership CARTB
President R. Chaput
Gen., Sta. Mgr. J. Oliva Hains
Sales Manager F. Normandin
Program Director R. M. Dube
Chief Engineer Bruce McDonald

CKCH—Hull—1933—CBC

Frequency: 970 Kc. Power: 1000 Watts
Owned CKCH De Hull Limitee
Business Studio Address 121 Notre-Dame St.
Phone Number Pr 7-2771
Air Time Unlimited
News Service BUP
News. Affil. Le Droit
Transcription SESAC
Membership CARTB
Representative Renaud, McGillvra
President L. J. Billy
General Manager J. P. Lemire
Comm. Manager Henry Allard
Program Director Rheal Gaudet
Publicity Dir. S. Lanctot
Chief Engineer J. L. Guerette

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 Sarre—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 Le Cie De Radio Diffusion
Address 144 Ave. St. Jerome
Phone: 355. Air Time: Full Time
Newspaper Affil. La Voix
Representative Hardy, Young
Pres., Gen., Sta. Mgr. Rene Lapointe
Vice President Octave Lapointe
Pub. Dir., Prom. Mgr. Jean Daigle
Pgm., Prod. Dir. Marcelle Carrier
Pub. Director Jean Berger
Chief Engineer Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Radio Alleghanys, Inc.
Address 8, Rue St. Thomas
News Service BN
Membership CARTB
Representative Radio & TV Sales
President Henri Deschenes
Gen., Comm., Sls. Prom. Mgr. Andre Mercier
Chief Engineer Marcel Coulombe

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..... B.U.P. CP, AP, AFP
 President..... A. D. Dunton
 General Mgr..... J. A. Ouimet
 Station Mgr..... Benoit Lafleur
 Commercial Mgr..... Maurice Valiquette
 Program Dir..... Marc Thibault
 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, Reuters
 Program Dir..... D. E. McGill

**CFCF—Montreal—1919
 ABC-CBC**

Frequency: 800 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..... B.U.P. CP
 Transcription Service..... Standard
 Representative..... Weed, All-Canada
 Membership..... CARTB
 General Manager..... J. Allan Hammond
 Station Manager..... R. E. Misener
 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..... B.U.P. CP
 Transcription Service..... Associated
 Rep..... Renaud, McGillvra
 Pres., Gen. Mgr..... Sen. P. R. DuTremblay
 Sales. Sta., Comm. Mgr..... Flavius M. Daniel
 Prog. Director..... Fernand E. Bergevin
 Chief Engr..... Alphonse Cloutier

CJAD—Montreal—1945—CBS

Frequency: 800 Kc..... Power: 10,000 Watts
 Owned-Operated By..... CJAD, Ltd.
 Business-Studio Address..... 1191 Mountain St.
 Phone: University 6-6821..... Air Time: Full Time
 News Service..... B.U.P. CP
 Transcription Service..... Lang-Worth,
 World, Associated, Thesaurus, Capitol
 Rep..... Ccn. Sta. Reps., Radio Time Sales
 Membership..... CARTB, RAB
 Pres., Gen. Mgr..... J. Art Dupont
 Sales Prom. Manager..... R. L. Laurion
 Program Director..... H. T. McCurdy
 Chief 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—Montreal—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.
 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..... Air Time: Full Time
 Newspaper Affil..... Radiomonde Ltd.
 Rep..... Canada Radio & TV Sls., Inc., Cooke
 President..... Jack Tietolman
 Station Manager..... Corey Thomson
 Commercial Manager..... Judah Tietolman
 Program Director..... Marcel Provost
 Publicity Director..... G. Desmarais
 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
 President..... Dr. Charles A. Dumont
 General Mgr..... Dr. Charles Houde
 Sta., Comm. Manager..... Viateur Bernard
 Program Director..... Guy Tremblay
 Chief Engineer..... Gordon S. Coleman

**CBV—Quebec City—1934
 ABC-CBS-CBC**

Frequency: 980 Kc..... Power: 5,000 Watts
 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 Elie
 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..... U.P. BN
 Transcription Service..... Standard
 Representative..... Young, Hardy
 Membership..... CARTB
 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
Representative.....Renaud, Weed
President.....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Prom. Mgr.....J. G. Bernier
Prog. Dir.....Marcel Leboeuf
Chief Engineer.....Lucien Gobell

CJBR—Rimouski—1937
CBC

Frequency: 900 Kc. Power: 10,000 Watts
Owned.....Gen. Pub. Service Corp., Ltd.
Address.....6 St. John St.
Phone: 2217 Air Time: Full Time
News Service.....BN
Transcription Service.....SESAC
Membership.....CARTB
Newspaper Affil.....Le Progras Du Golfe
President.....Hon. Jacques Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Program Director.....Francois Raymond
Sls. Prom., Pub. Dir.....S. Burgess
Chief Engineer.....Real Therrien

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 Belle
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
Station Mgr.....Yvon Martel
Comm. Mgr.....G. Chartrand
Prog. Dir.....C. Rouseau
Chief Engineer.....Guy Langevin

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 ServicePN
 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: 250 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
 MembershipBAB, 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 ServiceBUP
 Representative J. A. Hardy Co. Ltd.
 President..... J. Arthur Villeneuve
 General Manager..... Maurice Boulianne
 Comm. Manager..... Maurice Berube
 Program Director..... Claude Rochon
 Sls. Prom. Manager..... L. Brouillard
 Chief Engineer..... Joseph Cardin

CKLD—Thetford Mines—1950
CBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Thetford Ltee.
 Address..... 327 Boulevard Labbe
 Representative Hardy
 Pres.. Sta. Manager..... Henri Laqueux
 Comm. Manager..... Will Dugre
 Sls. Prom. Manager..... J. Landry
 Prog. Director..... R. Buri
 Pub. Director..... R. Perrault
 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 ServicePN
 Transcription ServiceSESAC
 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..... CKTR, Ltd.
 Address 543 Gervais St.
 Phone: FR 5-4855..... Air Time: Full
 News ServiceCP
 Representatives Cooke
 Pres., Gen. Sta. Mgr..... J. Fernand Rufiangue
 Program Dir..... Louis DoFresne
 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: 4-3643-44..... Air Time: Daytime
 News ServiceBUP
 Representative Renaud, Weed
 President..... David A. Gourd
 Station Manager..... A. St. Arnaud
 Sls. Prom. Manager..... G. Chartrand
 Program Director..... C. Rousseau
 Chief Engineer Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Radio Victoriaville Limitee
 Address 150-A Notre-Dame East
 Phone: 3545..... Air Time: Daytime
 Representative..... Radio & TV Sales
 News ServiceBN
 MembershipCARTB
 President..... Dr. C. A. Gilbert
 General Manager..... Roger Gilbert
 Chief Engineer..... Roger Paul

CKVM—Ville-Marie—1950
CBC

Frequency: 710 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Radio-Temiscaminque, Inc.
 Address Ste. Anne St.
 Representative Canadian Station, Hardy
 TranscriptionSESAC
 President..... Herve LeBlanc
 Comm. Manager..... Guy Burelle
 Chief Engineer..... G. Tasset
 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

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
Representative.....Stovin, Weed, Radio Time
Sales, Stephens & Towndrow
MembershipCARTB
President.....Mrs. L. A. Davis
General Manager.....Sid Boyling
Comm. Manager.....Jack Johnson
Prom. Dir.....Martha Fidlep
Asst. Mgr., Sls. Mgr.....Nev Skingle
Chief Engineer.....M. Pickford

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 ServiceBN
Transcription Service.....Standard
RepresentativeStovln
MembershipCARTB
PresidentHarry S. Hay
Gen., Sta. Mgr.....Harry Dekker
Comm., Sales Prom. Mgr.....Bob Barr
Program Dir.John McKitrick
Publicity Dir.Eileen Risling
Chief Engineer.....Al Ruddell

CKBI—Prince Albert—1932 CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address10th St. West

Phone: 7421.....Air Time: Full Time
News ServiceBN
Transcription ServiceThesaurus
RepresentativeAll-Canada, Weed
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prest
Sales Prom. Mgr.....J. J. Cannon
Chief Engineer.....Tom Van Nes

CKCK—Regina—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned.....Trams Canada Communications Ltd.
Phone: LA 2-8525.....Air Time: Full Time
News ServiceBUP, BN
Transcription ServiceWorld
RepresentativeWeed, All-Canadian
MembershipCARTB, RAB
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

CKRM—Regina—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Western Communications Ltd.
Business-Studio Address.....2060 Halifax St.
Phone: 3-5661.....Air Time: Unlimited
MembershipCARTB
News ServiceBUP, CP
Representative.....Radio Reps. Ltd.
MembershipCARTB
President.....Dr. E. A. McCusker
Business Manager.....A. Smith
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Sales Prom. Mgr.....Mrs. E. W. Thompson
Program Director.....B. R. Hill
Chief Engs.....L. Cozine, K. Baker, E. Brown

CFNS—Saskatoon—1952 CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address1902 Broadway
Phone93015
President.....Father J. A. Beaulac
Gen., Comm. Mgr.....Theodore Prefontaine
Program Director.....F. Ippersiel
Chief EngineerJ. 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
 Trans. Service . . . Standard, Lang-Worth, World
 News Service BN, BUP
 Membership CARTB
 President, Gen. Mgr. A. A. Murphy
 Station Manager. Vernon Dallin
 Program Director. Roy Currie
 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
 Sls. Prom. Manager. Joan Flynn

Program Director. G. E. Walburn
 Publicity Director. Dan 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. Oulmet
 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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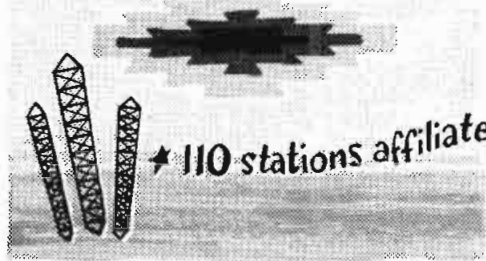
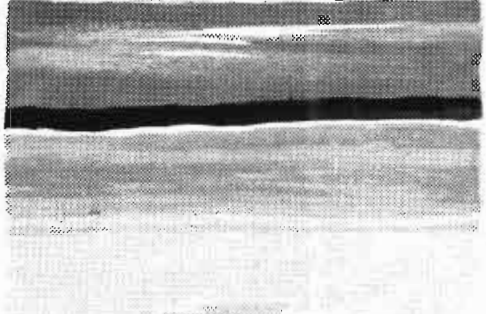
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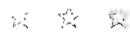
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STATIONS OF MEXICO



<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.	XFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEY	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	Casanoba Brito
Cananea, Son.	XFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Herald 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 Radiomisor, 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

STATIONS OF MEXICO



Location	Call Letters	Frequency	Owner
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	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
Quautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo	XECK	1340	
Durango, Dgo	XEDU	1400	Carlos C. Armas
Durango, Dgo	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensenada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex 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 Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S
Huauchinango, Puebla	XEGU	1490	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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.	XELX	1290	
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	
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 Emisors 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 Tonnella 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.

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Mexico, D.F.	XELZ	1440	Matia 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.
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 National 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.	XECR	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 Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Roberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo 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	1380	
Nueva Rosita, Coah.	XERN	1430	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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	Sucrs 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
Pueblo, Pue.	XEHR	1090	Manuel R. Canale
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriguez Familiar
Quertaro, 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.	XEXQ	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

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
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.	XEU1	1320	
Tapachula, Chis.	XETS	630	Napoleon 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
Tijuana, B.C.	XEMO	360	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, Nay.	XEUX	1340	Salvador Hyena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Amazon
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUF	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	7490	
Veracruz, Ver.	XEHV	1310	Suers de Juan A. Palavicini
Veracruz, Ver.	XELI	1430	Carlos Ferraz Matos
Veracruz, Ver.	XELN	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernando Pazos SOSA
Villa Acuna, Coah.	XEAF	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	1330	
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 Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ S.A.
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
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.
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
Enrucijada	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.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.



STATIONS OF CUBA



Location	Call Letters	Frequency	Owner
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	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	
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	Cirquito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Dominguez Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	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 Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar Del Rio	CMAQ	920	Cirquito CMQ 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	Cirquito 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	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
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



<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



<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



<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.

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— PERSONNEL —

President and General Manager	Rafael Cutberto Navarro
Commercial Manager	José Horacio Septián
General Controller	Eduardo Martínez Celis
Control Manager	Enrique Bernal Servin
Sales Promotion Manager	Manuel Guillemot Soler
Accounting	Raquel Burgos Romero
Public Relations	Hector Manuel Romero

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President & General Manager	Clemente Serna Martínez
Vice President	Antonio Eufrazio Ontiveros
Vice President	Horacio Niño Medina
Vice President	Dr. Luis de la Rosa
Sales Manager	Javier Salcido
Sales Executive	Lic. Jose Sanchez Navarro
Audio and Recording Supervisor	Ing. Enrique Dorsh Garcia
Chief Engineer	Ing. Fernando de las Penas
Advertising Department	Homero Rios D

RADIO CADENA NACIONAL, S. A.

MEMBER STATIONS



Location	Call Letters	Frequency Kcs.	Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600	Merida, Yuc.	XEZ	600
Aguscalientes, Ags.	XERO	1490	Merida, Yuc.	XEMQ	1240
Agua Prieta, Son.	XEFH	1310	Mexicali, B.C.	XECL	990
Agua Prieta, Son.	XEAQ	1490	Mexicali, B. C.	XED	1050
Apatzingan, Mich.	XECJ	770	Mexico, D. F.	XERCN	1110
Boca del Rio, Ver.	XEOD	1090	Monterrey, N. L.	XET	990
Cd. Acuna, Coah.	XERF	1570	Monterrey, N. L.	XEH	1420
Cd. Acuna, Coah.	XEKD	1010	Monterrey, N. L.	XEAR	1480
Cd. Camargo, Chih.	XEHA	1440	Monterrey, N. L.	XEG	1050
Cd. Cuauhtemoc, Chih.	XEER	990	Morelia, Mich.	XESF	1300
Cd. Delicias, Chih.	XEBN	1240	Morelia, Mich.	XECR	1340
Cd. Juarez, Chih.	XEJ	970	Navojoa, Son.	XEKE	980
Cd. Juarez, Chih.	XEWG	1490	Nogales, Son.	XECG	1240
Cd. Juarez, Chih.	XEF	1420	Nogales, Ariz.	KNOG	1340
Cd. Juarez, Chih.	XEFV	1240	Nvo. Laredo, Tamps.	XEDF	960
Cd. Mante, Tamps.	XECM	1450	Nvo. Laredo, Tamps.	XERG	1090
Cd. Miguel Aleman, Tamps.	XEHI	1470	Nva. Rosita, Coah.	XENR	980
Cd. Obregon, Son.	XEDB	1340	Oaxaca, Oax.	XEOA	570
Cd. Obregon, Son.	XEAP	1290	Pachuca, Hgo.	XEPK	760
Cd. Valles, S.L.P.	XECV	1290	Parral, Chih.	XEJS	1150
Cd. Victoria, Tamps.	XEHP	580	Parral, Chih.	XEGD	1520
Coatepec, Ver.	XERE	1160	Piedras Negras, Coah.	XEMU	580
Coatzacoalcos, Ver.	XEGB	840	Puebla, Pue.	XECD	1170
Cordoba, Ver.	XEDZ	580	Queretaro, Qro.	XEJX	1250
Culiacan, Sin.	XECQ	1300	Reynosa, Tamps.	XEOR	1390
Chihuahua, Chih.	XEBU	620	Sahuayo, Mich.	XEGC	1450
Chihuahua, Chih.	XEBW	1280	Salamanca, Gto.	XERX	1560
Chihuahua, Chih.	XEM	1390	Saltillo, Coah.	XEDE	1400
Durango, Dgo.	XEDU	860	Saltillo, Coah.	XEKS	1330
Durango, Dgo.	XEND	1470	San Luis Potosi, S.L.P.	XEPO	1310
Durango, Dgo.	XECK	1340	San Luis Rio Colorado, Son.	XECB	1450
El Sauzal, B.C.	XEDX	1010	Sta. Ana, Son.	XEAB	1400
Empalme, Son.	XEBQ	1240	Tampico, Tamps.	XEFW	810
Ensenada, B. C.	XESS	1450	Tampico, Tamps.	XETO	1370
Guadalajara, Jal.	XEHL	1010	Tecate, B. C.	XEKT	1380
Guadalajara, Jal.	XESP	1400	Tecuala, Nay.	XETD	1450
Guadalajara, Jal.	XEBA	840	Tepic, Nay.	XEXT	980
Guadalajara, Jal.	XEJE	1310	Tijuana, B. C.	XEBG	1550
Guadalajara, Jal.	XEAD	1150	Tijuana, B. C.	XEXX	1420
Guaymas, Son.	XEFX	880	Toluca, Mex.	XECH	1490
Hermosillo, Son.	XEDL	1250	Tonala, Jal.	XEHJ	760
Hermosillo, Son.	XEDM	1580	Torreón, Coah.	XETB	1350
Iguala, Gro.	XEKF	1360	Torreón, Coah.	XEBP	1310
Irapuato, Gto.	XEBO	1330	Torreón, Coah.	XETJ	760
Jalapa, Ver.	XEJW	1270	Tuxpan, Nay.	XEUX	1340
Jimenez, Chih.	XEJZ	1320	Uruapan, Mich.	XEUF	610
Leon, Gto.	XELG	680	Veracruz, Ver.	XETF	1250
Leon, Gto.	XERZ	1240	Veracruz, Ver.	XEHV	1310
Los Mochis, Sin.	XECU	1470	Villahermosa, Tab.	XEVT	970
Magdalena, Son.	XEDJ	1450	Zacatecas, Zac.	XEXZ	1150
Manzanillo, Col.	XECS	1400	Zacapu, Mich.	XEZU	1270
Matamoros, Tamps.	XEO	970	Zamora, Mich.	XEZM	650
Matamoros, Tamps.	XEMT	1340	Zamora, Mich.	XEGT	1490
Matehuala, S.L.P.	XEF	1490	Zapopan, Jal.	XEDV	700
Mazatlan, Sin.	XERJ	1320	Zihuatanejo, Gro.	XESZ	1450
Merida, Yuc.	XEMH	1490	Ciudad Juarez, Chih.	XEJ-TV	

INTERNATIONAL STATIONS

In The United States and Canada



<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power</i>
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, Bethany, Ohio.	WLWO-3	200 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGFO-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.	WBOU-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	200 kw.
	-2	50 kw.
	-3	50 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

Famous First Facts In American Radio



By
JOSEPH N. KANE

THE FIRST:

ADVERTISING or commercial radio broadcast was sponsored by the Queensboro Realty Corporation, Jackson Heights, New York City, on August 28, 1922 over station WEAF, the experimental station of the American Telephone and Telegraph Company, New York City. The commercial rate was ten minutes for one hundred dollars.

Baseball (world series) broadcast was effected by WJZ of the Westinghouse Electric and Manufacturing Company, Newark, N. J., which broadcast the National League New York Giants - American League New York Yankees series October 5, 1921 to October 13, 1921. The pennant was won by the Giants who won five of the scheduled nine games. The Yankees won three games.



Chain broadcast was accomplished October 7, 1922 by WJZ and WGY of the 1922 World Series baseball game from the field. Ordinary telegraph lines from Newark, N. J., and Schenectady, N. Y., were connected with the Polo Grounds, New York City, where a single microphone connected to these lines completed the requirements. It was not possible to transmit highest and lowest frequencies. Graham McNamee was the announcer. On January 4, 1923, WEAF of New York City and WNAC of Boston, Mass., had repeater points, and amplifiers were provided for faithful reproduction and transmission of both music and speech.



Debate over the radio was held May 23, 1922, over station WJH of the White and Boyer Company, Washington, D. C. The affirmative "Resolved That daylight saving is an advantage" was taken by Calvin Ira Kephart representing the Miller Debating Society and the negative by Thomas E. Rhodes representing the Alvey Debating Society, both of the National University Law

School, Washington, D. C. The audience was requested to act as the judge.

Election returns broadcast was on August 31, 1920, when WWJ of Detroit, Mich., broadcast the results on congressional and county primaries. On November 2, 1920, Leo H. Rosenberg of KDKA of Pittsburgh, Pa., broadcast the results of the Harding-Cox presidential election.

Football (collegiate) game broadcast was presented November 25, 1920 by radio station WTAW of College Station, Texas. The game was played on Thanksgiving Day between Texas University and the Agricultural and Mechanical College of Texas at College Station, Texas. At that time, the station was operating under an experimental license and had the call letters 5XB. A spark transmitter was used and the transmission was in code. This was the first play by play broadcast of a football game.



Foreign language course broadcast was March 21, 1924, when WJZ, New York City, operating on a 455 wave length, offered French lessons in cooperation with the Beritz School of Languages.

Musical comedy broadcast with especially composed music, was "The Gibson Family," sponsored by Proctor and Gamble Company of Cincinnati, Ohio, and introduced over the National Broadcasting Company network, September 15, 1934. The comedy was composed by Arthur Schwartz and the lyrics were written by Howard Dietz. The musical comedy was booked for a thirty-nine week period and was broadcast from WEAF, New York City.

Police broadcast was made by Station WIL, St. Louis, Mo., September 4, 1921.



Political convention broadcast was June 10, 1924 when the Republican convention assembled at Cleveland, Ohio, nominated Calvin Coolidge of Massachusetts and Charles Gates Dawes of Illinois for President and Vice President respectively. Graham McNamee was the announcer for the program which was carried by fifteen stations of the National Broadcasting Company from Boston, Mass., to Kansas City, Mo.

Presidential message broadcast was on December 6, 1923, when President Calvin Coolidge delivered his message to a joint session of Congress held in the House of Representatives, Washington, D. C. It was broadcast by KSD, St. Louis, Mo., WCAP, Washington, D. C., WDAF, Kansas City, Mo.,

Continued on Following Page

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Famous First Facts In American Radio

Continued from Preceding Page

WEAF, New York City, WFAA, Dallas, Texas and WJAR, Providence, R. I. which received his voice over telephone wires. On March 4, 1925, he broadcast his inaugural address.

Radio coast to coast broadcast was made May 6, 1937 by Heribert Morrison about the dirigible Hindenburg explosion at Lakehurst, N. J. It was broadcast over both the Red and Blue networks of the National Broadcasting Company, from New York City.

Radio program simultaneously broadcast over AM and FM (Z4) stations, and telecast (5), was on March 20, 1948, when the sustaining feature, the NBC Symphony, was presented. The first noncommercial program simultaneously aired was "The Voice of Firestone" on March 22, 1948. The New York City outlet was WNBC.

Religious service broadcast was made January 2, 1921 when the Calvary Episcopal Church of Pittsburgh, Pa., broadcast its services through KDKA. The preacher was the Reverend Edwin Ian Van Egan.



Round the world broadcast was accomplished in one eighth of a second on June 30, 1930 by a series of radio relays. Clyde Decker Wagner spoke into the shortwave microphone from W2XAD, Schenectady, N. Y. His voice was relayed from Holland, to Java, to Australia, across the Pacific Ocean to North America, and back to Schenectady.

Transatlantic broadcast (not experimental), was sent in code January 19, 1903, between Cape Cod, Mass., and Cornwall, England, when greetings were exchanged between King Edward VII and President Theodore Roosevelt.

Transatlantic radio signal was sent from Poldhu, Cornwall, by Guglielmo Marconi and was received at St. Johns, Newfoundland. The letter "S" was repeatedly sent by Morse code at stated time intervals and was faintly received by Percy Wright Paget, and by G. S. Kempton, December 11, 1901, and again on December 12, 1901.



Two-way radio in an automobile was installed by the Chalmers-Detroit Company in an automobile of their manufacture in March 1910 at New York City. The sending set contained two storage cells, a ten inch spark coil, two Leyden jars and a high and low voltage battery, a seven foot aerial, etc. Successful demonstrations were made from the moving automobile in Central Park, N. Y., to the Terminal Building, 42nd Street and Park Avenue, New York City, at distances varying from one to three miles. (*Scientific America* May 14, 1910)

Radio set advertised for sale was the Telimco, (a contraction of The Electro Importing Company) a \$7.50 outfit announced in a one inch advertisement in the January 13, 1906 issue of the *Scientific American* inserted by Hugo Gernsback of the Electro Importing Company of New York. It offered a "complete outfit comprising one inch spark coil, balls, key, coherer with auto coherer and scander, 50 ohm relay, 4 cell dry battery, send and catch wires and connections with instructions and drawings. Will work up to one mile. Unprecedented introduction prices. Agents wanted. Illustrated pamphlet."



Radio Society was the Wireless Association of America formed at New York City, November 1908 with Dr. Lee de Forest as president, Dr. John Stone Stone, vice president, William Mauver, Jr., secretary, and Hugo Gernsback, chairman and business manager. There were no dues and no obligations. Within a few months, more than three thousand members were enrolled.

Radio station, Commercial radio station was 8MK (now WWJ, Detroit, Mich.) which instituted a daily service on August 20, 1920, with the program "Tonight's Dinner." Local election returns were broadcast August 31, 1920. KDKA offered a semi-weekly broadcast from November 2, 1920 to December 1, 1920. KDKA was licensed October 27, 1920.



Radio tube made of metal was announced April 1, 1935, by the General Electric Company, Schenectady, N. Y. The tubes were smaller than the conventional less sturdy glass tubes and provided their own shielding. They are particularly advantageous in the field of shortwave reception as the metal shell is a better heat conductor and radiator than glass.

Three-element vacuum tube was announced to the public by Dr. Lee de Forest at the October 20, 1906, meeting of the American Institute of Electrical Engineers held at New York City. The first three-element tube (filament and two plate electrodes), described as an amplifier of feeble electrical currents, was patented by Dr. de Forest, January 15, 1907, No. 841,387. The first public description of the grid electrode tube was contained in his patent, No. 879,532, February 18, 1908. The name "audion" was given to the tube by Clifford D. Baskock. (*Georgette Carnerol — A Conqueror of Space, An Authorized Biography of the Life and Work of Lee de Forest*)

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" chan-

nels. 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 station 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 application, 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 60 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 Ad-

ditional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

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 "Application 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.

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 177, University, Alabama

Meetings: March and October

Elections: March meeting

Members: 71

President.....Richard B. Biddle, WOWO, Florence

Vice-President.....Julian C. Smith, WAGP, Dothan

Secy.-Treas.....William H. Miller, Jr., WGYV, Greenville

Arizona Broadcasters Association

Meetings: January

Elections: January

Members: 20

Pres.....Lee Little, KRC, Tucson

Vice-Pres.....Carlos Montano, KNOC, Nogales

Secy.-Treas.....Howard Loeb, KRIZ, Phoenix

Arkansas Broadcasters Association

Meetings: March and Sept.

Elections: March

Members: 15

President.....Melvin Spann, KWVK, Stuttgart

Vice-Pres.....Ted Rand, KDRS, Paragould

Secy.-Treas.....C. J. Dickson, KWFG, Hot Springs

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield

Meetings: November (and on special call)

Elections: November

Members: 97

President.....Philip G. Lasky, KPIX, San Francisco

Vice-Pres.....Franke Burke, KFVD, Los Angeles

Secy.-Treas.....Gene DeYoung, KFRO, Bakersfield

Colorado Broadcasters Association

c/o President or Secretary

Meetings: Semi-annual

Elections: March

Members: 13

President.....Elwood H. Meyer, KYOU, Greeley

Vice-Pres.....Mel Cooper, KGRF, Trinidad

Secy.-Treas.....Phil Hoffman, KLZ, KLZ-TV, Denver

Leg. Chairman.....George Cory, KUBC, Montrose

Connecticut Broadcasters Association

President.....Daniel Kops, WAVV, New Haven

Vice-President.....Charles Bell, WHAY, New Britain

Secretary.....Eric Hatch, WBIS, Bristol

Florida Association of Broadcasters

c/o President or Secretary

Meetings: June and November

Election: June

Members: 76

President.....Harold P. Danforth, WDBO, Orlando

1st Vice-Pres.....H. Dennison Parker, WTAN, Clearwater

2nd Vice-Pres.....John H. Phipps, WCTV, Tallahassee

Secy.-Treas.....Guy Hamilton, WTYS, Marianna

Georgia Association of Broadcasters

c/o President or Secretary

Meetings: August and January

Elections: August

Members: 56

President.....Gleam C. Jackson, WAGA, Atlanta

Vice-Pres.....L. H. Christian, WREG, Athens

Secy.-Treas.....W. N. Morris, WMLT, Dublin

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.

Meetings: On call

Elections: May

Members: 18

President.....William Paine, KGU, Honolulu

Vice-Pres.....Harry Chu, KAHU, Waipahu

Secy.-Treas.....Fin Hollinger, KPOA, Honolulu

Idaho Broadcasters Association

Meetings: Fall
 Elections: Fall
 Members: 23
 President.....Clair Hull, KCID, Caldwell
 Vice-Pres.....C. N. Layne, KID, Idaho Falls
 Sec.-Treas.....K. Clark, KBAR, Burley

Illinois Broadcasters Association

c/o President or Secy.-Treas.

Meetings: February and October
 Elections: October
 Members: 65
 President.....Joe Bonansinga, WGEM, Springfield
 Vice-Pres....George Biggar, WLBK, DeKalh
 Secy.-Treas....Charles Cook, WJPF, Herrin
 Leg. Chairman....Gordon Sherman, WMAX, Springfield

Indiana Broadcasters Association, Inc.

Meetings: 4 times a year
 Elections: March
 Members 53
 President....Dan Park, WIRE, Indianapolis
 Vice-Pres. (AM).....Norman Widenhofer, WGL, Fort Wayne
 Vice-Pres. (TV).....Bob Lemon, WTTV, Bloomington
 Vice-Pres. (FM).....Joe Edwards, WFML, Washington
 Secy.-Treas.....Joe Higgins, WTHI, Terre Haute
 Asst.-Secy.....Howard A. White, WCTW-FM, New Castle
 Asst.-Treas....Dennis Keller, WITZ, Jasper

Iowa Broadcasters Association

c/o President

Meetings: Annual
 Elections: Annual
 Members: 42
 President.....W. J. Teich, KOEL, Oelwein
 Vice-Pres.....Anthony Koelker, KMA, Shenandoah
 Secy.-Treas.....Art Skinner, KASI, Ames

Kansas Association of Radio Broadcasters

KIUL, Garden City

Meetings: April or May
 Elections: April or May
 Members: 40
 President.....Robert Wells, KIUL, Garden City
 Vice-Pres.....Robert Schmidt, KAYS, Hays

Secy.-Treas.....Arden Booth, KLWN, Lawrence
 Leg. Chairman.....Wendell Elliot, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro

Meetings: October and March
 Elections: October
 Members: 53
 President.....Gilmore Nunn, WLAP, Lexington
 Vice-Pres.....Arthur Eilerman, WZIP, Covington
 2nd Vice-Pres...R. B. Helms, WHLN, Harlan
 Secy.-Treas..Hngh O. Potter, WOMI, Owensboro
 Executive Committee....Neil Cline, WHAS, Louisville; Dee Huddleston, WIEL, Elizabethton; Sam Livingston, WKYB, Paducah

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.

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: Spring and Fall
 Elections: November
 Members: 22
 President.....Melvin Stone, WRUM, Rumford, Me.
 Vice-Pres.....Parker Hoy, WLAM, Lewiston, Me.
 Secy.-Treas.....Norman G. Callant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and November
 Elections: November
 Members: 46
 President.....Ben Strouse, WWDC, Washington
 Vice-Pres.....William H. Paulsgrove, WJEJ, Hagerstown
 Secy.-Treas.....Robert Cochrane

Massachusetts Broadcasters Association

President.....H. J. Struther, WEEI, Boston
 Vice-Pres.....Herbert L. Krueger, WTAG, Worcester
 Treasurer.....George H. Jaspert, WCCM, Lawrence
 Secretary.....Sherwood J. Tarlow, WHLL, Medford

Michigan Association of Broadcasters

c/o WKZO, Kalamazoo, Mich.
 Meetings: May-September
 Elections: November
 Members: 85
 President...Carl E. Lee, WKZO, Kalamazoo
 Vice-Pres....F. Sibley Moore, WJR, Detroit
 Secy.-Treas..Howard Wolfe, WKNX, Saginaw
 New Directors.....Russell Staffeld, WMIQ, Iron Mountain; Les Biederman, WTCM, Traverse City; Jake Scherer, WHFB, Benton Harbor; Harold Neal, WXYZ-TV, Detroit

Minnesota Association of Broadcasters

WDCY, Builders Exchange Bldg., Minneapolis
 Meetings: September
 Elections: September
 Members: 30
 President.....C. T. Hagman, WDCY, Minneapolis
 Vice-Pres.....Lee. L. Whitting, KEYD, Minneapolis
 Secy.-Treas.....Manny Marget, KVOX, Moorehead
 Leg. Chairman.....C. T. Hagman, WDCY, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.
 Meetings: March or April
 Elections: March or April
 Members: 48
 President....Ed Wilkerson, WSLI, Jackson
 Vice-President....Ray Butterfield, WLOX, Biloxi

Missouri Broadcasters Association

Meetings: April and August
 Elections: August
 Members: 53
 President.....C. Thomas, KXOK, St. Louis
 Vice-Pres...Earl Dougherty, KXEO, Mexico
 Secy.-Treas.....Bruce Barrington, WEW, St. Louis

Montana Radio Stations, Inc.

c/o President, KFBB, Great Falls
 Meetings: August
 Members: 26
 President...Joe Wilkins, KFBB, Great Falls
 Vice-Pres....Art Mosby, KGVO, Missoula
 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: 32
 President...Gene Ackerly, KCOW, Alliance
 Vice-Pres....Virgil Sharpe, KOWH, Omaha
 Secy.-Treas....Bud 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....Tom Ivory, 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....Warren Jounray, WKBR, Manchester

New Jersey Broadcasters Association

WJLK, Asbury Park
 Meetings: May and October
 Elections: October
 Members: 20
 President...Gordon Giffin, WKDN, Camden
 Vice-Pres..Jerry McCarthy, WTOA, Trenton
 Secy.-Treas....John C. Struckell, WOND, Pleasantville
 Leg. Chairman.....Fred Bernstein, WTTM, Trenton

New Mexico Broadcasters Association

P. O. Box 247, Hobbs, N. Mex.
 Meetings: September and April
 Elections: April
 Members: 28
 Pres....Lloyd Hawkins, KTNM, Tucumcari
 Vice-Pres.....Wayne Phelps, KQUE, Albuquerque
 Treas....Bert Arnold, KABQ, 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..... William Doerr, WEBR,
 Buffalo
 2nd Vice-Pres..... Gordon Gray, WOR,
 WOR-TV, New York
 Secretary..... W. S. Elliott, WIBX, Utica
 Treasurer..... George Dunham, WBNF,
 Binghamton

**North Carolina Association
of Broadcasters Inc.**

Meetings: June and October
 Elections: October
 Members: 100
 President..... Allen Wannamaker, WBIG,
 Greensboro
 Vice-Pres..... E. H. Smith, WIRC, Hickory
 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: 15
 President..... Jack Dunn, WDAY, Fargo
 Vice-Pres.. Leslie Kleven, KNOC, Hettinger
 Secy.-Treas..... Les Mauplin, KLPM, Minot

**Ohio Association of Radio
and Television Broadcasters**

33 N. High St., Columbus

Meetings: March and October
 Elections: March
 Members: 76
 President..... Herbert E. Evans, Peoples
 Broadcasting Co., Columbus
 Vice-Pres. (Radio).. Paul F. Braden, WPFB,
 Middletown
 Vice-Pres. (Television)..... J. L. Bowden,
 WKBN-TV, Youngstown
 Secy.-Treas..... Carlton S. Dargusch, Jr.

**Oklahoma Association of
Broadcasters**

Meetings: January
 Members: 42
 President..... Leo Morris, KSWO, Lawton
 Board of Directors.. Bill Brubaker, KRHD,
 Duncan; Ed Ryan, KSIW, Woodward;
 Winston Ward, WBEL, Idabel; Pat Mur-
 phy, KCRC, Enid.

**Oregon State Broadcasters
Association**

R. E. Summers, Box 5025, Eugene

Meetings: Semi-annual
 Elections: February
 President..... Paul E. Walden, KODL, The
 Dalles
 Vice-Pres..... R. D. Holmes, KAST, Astoria
 Secy.-Treas..... Iris Helliwell, KRXL,
 Roseburg
 Leg. Chairman..... R. M. Brown, KPOJ,
 Portland

**Pennsylvania Association of
Broadcasters**

Box 64, Harrisburg

Meetings: April
 Elections: April
 Members: 125
 President..... Joseph Connolly, WCAU,
 Philadelphia
 1st Vice-Pres.... Tom Price, WBVP, Beaver
 Falls
 2nd Vice-Pres..... Roy Morgan, WILK,
 Wilkes-Barre
 Treasurer..... Tom Metzger, WMRF,
 Lewistown
 Secretary..... Wright Mackey, WRAK,
 Williamsport

**Puerto Rican Association of
Broadcasters**

Box 1072, San Juan, Puerto Rico

Meetings: 2nd Monday of each month
 Elections: 2nd Wednesday of July
 Members: 19
 President.... A. Ramos, WKAQ, WKAQ-TV,
 San Juan
 Vice-Pres.... Tomas Munniz, WIAC, San Juan
 Secretary..... Federico E. Virella, WVJP,
 Caguas
 Treasurer.... Gustavo Diaz, Atilas, WENA,
 Bayamon

**Rhode Island Radio &
Television Broadcasters
Association**

c/o WEAN, 75 Fountain St., Providence

Meetings: June
 Elections: June
 Members: 12
 President..... H. William Koster, WEAN,
 Providence
 Vice-Pres.. Milton Mitler, WADK, Newport
 Secy.-Treas..... E. J. McEnaney, WNET-TV,
 Providence

**South Carolina Radio &
Television Broadcasters
Association**

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January
 Elections: January
 Members: 43



President.....Frank B. Best, WDIA,
Orangeburg
Vice-President.....W. Ennis Bray, WJAN,
Spartanburg
Secy.-Treas.....T. Doug Youngblood,
WFIG, Sumter
Leg. Chairman.....Charles Batson, WIS-TV,
Columbia

South Dakota Broadcasters Association

President...Ray V. Eppel, KORN, Mitchell
Vice-Pres.....Byron McElligot, KSDN,
Aberdeen
Secy.-Treas...Jim Slack, KUSD, Vermillion
Leg. Chairman...Evans Nord, KELO, Sioux
Falls
Sports Chairman...Robert Tincher, WNAX,
Yankton

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
Chair. Bd.....Norman J. Ostby, KHJ,
Hollywood
President.....F. W. Crane, SCBA
Vice-Chairman.....Lloyd Sigmon, KMPC,
Los Angeles
Secretary.....Howard Gray, KGIL
Treas...Thelma Kirchner, KGFJ, Hollywood

Tennessee Association of Broadcasters

P. O. Box 311, Memphis
Meetings: November or December and May
or June
Elections: November or December
Members: 52
Pres...Frank H. Corbett, WGAR, Maryville
Vice-Pres...Carter Parham, WDEF, AM-TV,
Chattanooga
Secy.-Treas.....Jim Dick, WIVK, Knoxville

Texas Association of Broadcasters

KTRE, Lufkin, Texas
Meetings: Spring and Fall
Elections: September
Members: 112
President.....R. G. Lewin, KTRE, Lufkin
Vice-Pres.....Barney Ogle, KRGV, Weslaco
Sec.-Treas...Dave Morris, KNUZ, Houston

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, KALI,
Salt Lake City
Secy.-Treas...Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WSKL, Montpelier, Vt.
President...Al Spokes, WJOY, Burlington
Vice-President...J. G. Keyworth, WBTV,
Bennington
Clerk. Secy...Frank Balch, WJOY, Burlington

Virginia Association of Broadcasters

c/o WHLF, South Boston, Va.
Meetings: May or June
Elections: May or June
Members: 55 radio stations & 7 associate
members
President.....John L. Cole, Jr., WHLF,
South Boston
Vice-Pres.....Emerson J. Pryor, WDVA,
Danville
Secy.-Treas.....Kenneth Gordon, WFTR,
Front Royal
Leg. Chairman.....C. T. Lucy, WVRA,
Richmond

Washington State Association of Broadcasters

Tom Olsen, Acting Manager
Legislative Building, Olympia
Meetings: March and September
Elections: March
Members: 45
President...J. Elroy McGaw, KTVW, Seattle
Vice-Pres.....James Murphy, KIT, Yakima
Secy.-Treas...Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
President.....A. Garen Ferrise, WMMN,
Fairmount
Vice-Pres.....Robert Ferguson, WTRF-TV,
Wheeling
Sec.-Treasurer.....Tom Garten, WSAZ,
Huntington

Wisconsin Broadcasters Association

540 N. Plankinton Ave., Milwaukee
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President.....Ben Hovel, WKOW, Madison
Secretary.....Donald Wirth
Treasurer...Mig Figi, WAUX, Waukesha

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary
Meetings: Spring
Elections: Spring
Members: 16
President...D. L. Hathaway, KSPR, Casper
Secretary...W. C. Grove, KFBC, Cheyenne

Color's Place In Local Television



By
A. B. SAMBROOK
Manager
RCA Recorded Program
Services

LOCAL color TV is here. Trade paper headlines recently proclaimed that WNBQ, in Chicago, is getting into full swing on local color programming. This station will have color on the air from sign in to sign off. In other localities color has been a fact for some time.

In Philadelphia, WFIL-TV has "Rainbow Theater," a regularly scheduled local color show. One of the features of this program is "Foy Willing and the Riders of the Purple Sage," a series our RCA Recorded Program Services has made available in both black and white and color for some time.



"Foy Willing" is not the only color filmed programming we've been offering to local stations. There's "Town and Country Time," fifty-two quarter-hours in color and black and white; "The Sam Snead Show," thirty-nine five minute shows in color and black and white; "The World Around Us," a new quarter-hour series of exciting looks into the realm of nature. The first twenty-six of this series was recently announced to stations and agencies.



RCA Recorded Program Services is in color and intends to get into it even further. We're out to make ourselves known as "Headquarters for Color Film Programming." Every property we consider for distribution stands a better chance of getting the nod if it's available in color as well as black and white.

Why do we feel so strongly about color? Because it's the future of local as well as network television. After all, the same reasons for network color also apply to local color:

more variety in programming; more entertainment for viewers; better opportunities for advertisers to show off their products.

In local color, TV film means more than ever. After all, in how many local stations are there facilities for truly spectacular color? This is where top color filmed programming comes in.



Besides the colors in the spectrum, there's another kind of color in which we're very much interested. This is the color of variety, of change-of-pace. Let's take another look at our list of programs: "Foy Willing," that's pure country and western music, mixed with beautiful scenic shots; "The Sam Snead Show," golf lessons by the top, all-time great of golf; "The World Around Us," a series that takes the world of nature and shows how the battle for existence is continually going on; "Town and Country Time," a real country-western variety program, complete with singing, three different dance groups, comedy and guest stars. We also offer packages of feature length movies.

For still a further splash of color, we'll be adding at least two new, high budget series to our list in 1956 — one will be an adventure series with a new twist; another will be a children's program with emphasis on sports.



We'll be announcing this new show, "Junior Sports League," at about the time this gets into print. Phil Rizzuto is the Sports-master (emcee). Each half-hour program salutes a different boys' or girls' club like the Boy and Girl Scouts, the PAL, the Madison Square Boys Club. Viewers who want to accept Rizzuto's invitation to join "Junior Sports League," must first belong to a recognized club. Features of the show include sports lessons and interviews with guests like Tom Gola, Frankie Frisch, Kyle Rote, Tom Landry, Wes Westrum; a quiz with big prizes going to the club being saluted; local tie-in participation and merchandising.

"Junior Sports League" is colorful in more ways than one. So is every other show from RCA Recorded Program Services, "Headquarters for Color Film Programming."

BIG STORY
TREASURY MEN IN ACTION
MAN BEHIND THE BADGE
SEVEN AGAINST CRIME
IN OUR TIME
DECOY



PYRAMID PRODUCTIONS, INC.

1 EAST 57TH STREET

NEW YORK 22, N. Y.

EVERETT ROSENTHAL, *President*

LEONARD LOEWINTHAN, *Executive Vice Pres.*

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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: Semi-animated film utilizing celloomatic projection. Spot and institutional films.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COLUMbus 5-0232

President.....Nicholas T. Agnetta
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
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.
Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife, Young Widder Brown, Stella Dallas.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: LO 8-3100

President.....Alton Alexander
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 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 and Telexembourg.

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097

Producer.....Peter Arnell
Asso. Prod., Prod. Mgr.....Jean Heaton
Services Offered: TV & Radio Programs: Production, Package, Consultation.

ASSOCIATED BROADCAST ADVERTISING CO.

1001 No. Western Ave., Los Angeles 29, Calif.
Phone: HO 5-0580

Partner, Adv. Mgr. & Publicity
Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. General Manager....Oliver Gramling
Exec. Editor.....Alan J. Gould
Radio News Editor.....John A. Aspinwall
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
Vice Pres.....Richard S. Rynd
Vice Pres., Sales.....Ray Rynd
Treasurer.....Edward J. Mearsheimer
Production Manager.....John Beaumont
Services Offered: Music and readings on tape for consumer use. Available through dealers and distributors. Music programs on tape for radio available—also custom produced.

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28 W. Adams Avenue . . . Detroit 26, Michigan . . . Woodward 2-9184

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.

Phone: ENdicott 2-4351

President Ann Barbinel

Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.

Phone: TEmpleton 2-8600

President Jack Barry

Vice-President Dan Enright

Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

Productions: Juvenile Jnry, Winky Dink and You, Life Begins at 80, Oh, Baby, Conflict, The Gillmen.

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 17, N. Y.

Phone: MU 2-4813

Sales Manager Zach Baym

Services Offered: Television film sales representative; feature length motion pictures; full-length wseterns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.

Phone: DOBbs Ferry 3-3578

Owner Irene Beasley

Services Offered: Program production; live package programs.

V. S. BECKER PRODUCTIONS

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

Phone: MURray Hill 2-0777

Partner Viola S. Becker

Partner Thomas W. Bieder

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.

WALTER BIDDICK CO.

(Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.

Phone: RI 8-6184

Manager Guy Biddick

Office Manager Josephine Corbet

Traveling Rep. Burton Zoul

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.

ALBERT BLACK TELEVISION PRODUCTS

9 Rockefeller Plaza, Room 1526

New York 20, N. Y.

Phone: CI 5-7466

President Albert Black

Prod. Ass't. & Sec. Marcy Seibrin

Services Offered: Live and film package shows; commercials for television and radio shows.

GEORGE BLAKE ENTERPRISES, INC.

1600 Broadway, N. Y., N. Y.

Phone: CIRCLE 7-2264

President Jean Blake

Vice-Pres., Sls. Phillip Frank

Vice-Pres., Exec. Prod. Richard Donner

Services Offered: Producers of TV commercials, industrial films, animated and live action.

ROBERT A. BORIES CO.

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

Phone: JU 6-7600

President Bob Bories

Services Offered: Radio and TV package producer.

BOX OFFICE TELEVISION, INC.

6 W. 57th St., New York 19, N. Y.

Phone: PLaza 7-0532

Board Chairman Milton M. Mound

President Sid Caesar

Vice-Pres. Wallace A. Ross

Services Offered: Specialists in Closed-circuit Television: business meetings and entertainment events on large screens in hotels and theatres.

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. Ast. 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

ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF -- EXECUTIVE PRODUCER

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NBC
WMCA
CBS

Rockhill Productions, Inc.

**18 East 50th
PLaza 9-7979**

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

Branch Offices:

30 rue Chalgrin, Paris, France

Phone: Passy 70-44

Director.....Michael Alexander
Services Offered: Production of radio & TV programs in U. S. and Europe.

Productions: The Answer Man.

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.

Phone: HOLlywood 9-4580

General Manager.....Bob Reichenbach
 Production Director.....Harry V. Cheshire
 Traffic Dir.....Gloria Slack
Services Offered: Television and Radio program producers and distributors; West Coast distributor for Speedy-Q and E. M. I. sound effects, background and mood music recordings.

Productions: The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By... For Crime.

CINEEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

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

Phone: CH 4-5036

Manager.....Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.

Phone: OLympia 2-2995

Pres. & Exec. Prod.....Walter White, Jr.
 Vice Presidents...Kent Allen, John H. Legan
 Sec'y-Treas., Coordinator...Eleanor Payne

Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

Productions: Open-end radio transcriptions: Hopalong Cassidy, The Clyde Beatty Show, Tarzan, Clyde Beatty Show for TV, plus 1 hour Beatty feature feature, "Perils of the Jungle. Silent Witness, pilot available.

COOLIDGE-DuBOIS AGENCY

5555 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-2111

Director.....Carl Coolidge
 Sec.-Treas.....Dr. C. DuBois

Services Offered: Television scripts of all types.

FRANK COOPER ASSOCIATES AGENCY

233 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 5-4128

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
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.....Harry Fleischman
 Exec. Vice Pres.....Steven R. Carlin
 Vice-President.....Polly Cowan
 Treasurer.....J. Kyle Faber
Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

Productions: The Big Surprise, The \$64,000 Question, Down You Go, Stop the Music, and Conversation.

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. Jingles and TV film spots.

DANNY DEE ENTERPRISES, INC.

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

Phone: PLaza 3-4153

President.....Irwin N. Rossee

Sec., Sales Manager.....Eric Blau
 Treasurer.....Roy Doty
Services Offered: Produce live and filmed shows, Radio Shows, Commercials.
Productions: "The Adventures of Danny Dec."

DEMBY PRODUCTIONS INC.

Hotel Plaza, 1 West 58th St., N. Y., 19, N. Y.
 Phone: PLaza 9-2495

President.....Emanuel Demby
 Vice Pres.....Harvey Meltzer
 Secy.-Treas.....Mildred Demby
 Dramatic Scripts.....Betty Jeffries
 Research.....Dr. S. Levine
 Story Editor.....Al Marshack
Services Offered: Live and film production for TV, theatrical release, public relations. Affiliated with Motivation Research Associates for psychological study of audience preferences.

Productions: Hollywood to Broadway, Half the World's a Bride, Alfred E. Smith Story, Carnival, and Witch On Wheels.

DEREL PRODUCING ASSOCIATES, INC.

68 William St., New York, N. Y.
 Phone: BO 9-1550

President.....Jerome I. Feldman
 Exec. Producer.....Gene Feldman
Services Offered: Packagers of live and film TV shows.
Productions: Overseas Press Club's, For-

eign Correspondent, I'll Never Forget, Cap Voyage.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
 Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
 Casting and production.....Lynn Masters
 Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: COlumbus 5-7035

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, Treasurer.....Nathan Zucker
 Exec. Prod.....Lester Becker
 V.P.....Lee R. Bobker
 Editorial Chief.....Irving Oshman
 Sound Engineer.....James Townsend
 Film Dist.....Helen Crist

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.

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 AMERICA'S FAVORITE
 QUIZMASTER
 ON
 AMERICA'S FAVORITE
 QUIZ SHOW
 FOR
 DODGE DIVISION
 OF
 CHRYSLER CORP.
 WEDNESDAY — ABC-TV
 9:30 P.M. EST.

MASQUERADE PARTY

STARRING
PETER DONALD
 PANEL
 BOBBY SHERWOOD, MARY HEALY
 OGDEN NASH and ILKA CHASE
 THE NATION'S GREATS
 MAKE UP and MAKE MERRY
 ON THIS UNIQUE SUCCESS
 FOR
 ESQUIRE BOOT POLISH
 AND
 GERITOL
 WEDNESDAY—ABC-TV
 9:00 P.M. EST.

COMING SOON — THE NEW "PENNY TO A MILLION" PANEL QUIZ

WOLF

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 PRODUCTIONS
 ENTERPRISES

420 MADISON AVE.
 NEW YORK, N. Y.



W. M. ELLSWORTH

203 N. Wabash, Chicago
Phone: STate 2-9679

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 synchroniza-
tion.

ROBERT J. ENDERS, INC.

(National Productions)

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

President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Vice Pres. Sales.....Ray Hill
General Mgr.....Gus Eisenmann
Script Editor.....Grace Waldman
Coordinator.....Minni Griffin
V.P., Exec. Prod.....Robert L. Friend
Prod. Mgr.....Stanley Bass
Services Offered: Radio and television
complete production.

Productions: Let's Play Bridge with
Charles Goren, Rogers Hornsby Baseball
School, Bombproof, Tomorrow-Today, The
Eternal Song.

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.Carol Batchelder
Services Offered: Endorsements and testi-
monials live and film for TV.

ESTES NEWSFEATURES

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, transcribed and
filmed package shows produced. Specializing
in news and feature programs designed for
public relations impact, AM, Video, News
and camera correspondents throughout U. S.,
Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544

Manager.....Edwin Fadiman
Services Offered: Production, Package
Shows.

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 Schmerzler
Services Offered: Specializing audience
participation and quiz shows; packages, pro-
duction, question research, contestant screen-
ing.

Jack Barry
and
Dan Enright
Productions

Current Productions: Strike It Rich, The Big Payoff, Ringabuk.

**FREMANTLE OVERSEAS RADIO,
& TELEVISION, INC.**

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

President.....Paul Talbot
Secretary-Treasurer.....Lee Volker
Mgr. (Mexico City).....Rene Anselmo
Mgr. (London).....Laurie Blackwell

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
Production.....Al Slep

Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

**GAINSBOROUGH ASSOCIATES,
INC.**

2090 Seventh Ave., New York 27, N. Y.
Phone: MOument 6-1800

President.....Mitchell Jablons
Exec. Vice Pres.....Josephine Savoca
VP in chg. Sales.....Martin Seligson
Casting Director.....Arlene Shelley Gaines

Director TV Dept.....Pamela Jablons
Radio Director.....William Savoca
Treasurer.....Herbert M. Davis
Prod. Supervisor.....Jack D. Gaines
Production Assistants.....Kathy Burke,
Susan Gaines, Puddie Burke, Scott Kunej
Branch Office

7200 Santa Monica Blvd., Hollywood 26, Calif.
Dir., Hollywood Office...Charles B. Rogers

Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Consultants to fund raising campaigns on radio and TV.

Current Productions: The Editor Speaks, Fanfare, Buddy Rogers Show, Talent Parade, Pick A Date.

**GBA-GALLUCCI BROS. &
ASSOCIATES**

727 Meriden Rd., Waterbury 3-5272
Phone: Waterbury 3-5272

President.....Joe Gallucci
Branch Offices

3129 Newitt Ave., Louisville, Ky.
Phone: Cherokee 6031

Vice-Pres.....N. T. Gallucci
P. O. Box 1224 Denver, Colo.
Sls. Mgr.....L. W. Gallucci
Services Offered: Live and film package programs.

**HAROLD R. GINGRICH,
PRODUCTIONS**

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

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

270 PARK AVENUE

PL. 3-1742



Phone: FRanklin 2-1022
 Owner-Manager.....Harold R. Gingrich
Services Offered: Transcriptions and films.
 Allied with baking industry international
 and other lines.

GAC-TV

Affiliates of General Artists Corp.

1270 Ave. of the Americas, New York, N. Y.
 Phone: CIrcle 7-7543
Branch Offices
 8 S. Michigan Ave., Chicago, Ill.
 Phone: STate 2-6288
 9650 Santa Monica Blvd., Beverly Hills, Calif.
 Phone: CRestview 1-8101
 Fidelity Union Life Bldg., Dallas, Texas
 Phone: RIverside 3665
 Carew Towers, Cincinnati, Ohio
 Phone: MAin 1-1197

Services Offered: Production and sales of live and filmed TV programs.

Productions: Perry Como Show, Julius La Rosa Show, Jo Stafford Show, Frankie Laine Show, Capt. Kangaroo (Films sales); Father Knows Best, Runyon Theatre, Celebrity Theatre for Falstaff, My Friend Flicka, Patti Page Show.

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
 Phone: PLaza 7-5959
 PresidentJohn 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 Keane, and Famous Court Dramas.

GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.
 Phone: CR 5-6131
 PartnerGeorge Gobel
 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.
 PLaza 5-6131
 General Manager.....Harry S. Goodman
 Sales Manager.....Everett F. Goodman
 Office Manager.....William Baron
 SecretaryH. D. Knuth

WALT FRAMER PRODUCTIONS

specialists in high-rated, low cost audience participation and dramatic shows

on the air:

"STRIKE IT RICH"

"THE BIG PAYOFF"

"RINGABUK"

Ready to go:

"Make a Million"
 "Billion Dollar Bankroll"
 "Jack in the Jukebox"
 "Race Thru Space"
 "Private Enterprise"

"Holiday for Two"
 "You'll Be Surprised"
 "Moment of Crisis"
 "Just Married"
 "The Magic Lamp"

and others!

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
 New York 36, N. Y.
 Tel.: OXford 7-3322

TV Director.....Stuart M. Wilson
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
 Partner.....Mark Goodson
 General Business Mgr....Howard F. Todman
 Exec. Dir. of Programs.....Gil Fates
 Dir. of West Coast Prog.....Harris Kattelman
 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 TV 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.

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
 Dir. of Sls. & Service.....Robert Volkell
 Sales Manager.....John Thayer

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. also makes paper records.

LEWIS G. GREEN

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440
 General Manager.....Lewis G. Green
Services Offered: Write, produce, direct radio and TV programs, spots, jingles, and films.

GROSS-BAER PRODUCTIONS

Savoy-Plaza Hotel, Suite 1338
 New York, N. Y.
 Phone: MU 8-8882
 1680 North Vine St., Hollywood 23, 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.

155 E. 51st St., New York 22, N. Y.
 Phone: PLaza 9-2210

1500 HALF-HOUR MYSTERIES

TOP RATED

TIME KILLERS



WORLD'S LARGEST SELECTION OF TRANSCRIBED RADIO PROGRAMS

EVERY TYPE OF PROGRAM TO FIT YOUR NEEDS

WARNING

THESE programs DANGEROUS in the hands of competition

Harry S. Goodman
 19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY



PresidentLaurence Hammond
Vice-Pres.....Merikay Howard
Casting Dir.....Michael Carr

Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

Productions: Keeping Up With the Wigglesworths.

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 puppets 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.

SANDY HOWARD PRODUCTIONS

853 Seventh Ave., New York 19, N. Y.
Phone: JUDson 6-6610

PresidentSand Howard
Directors.....Lee Polk, Marvin Paige
Associate Producers.....Claire Heller,
Bob Cahn, Peter Yatovich

Writer-ProducerMort Goode
Merchandising Dir.....Mark Reynolds

Services Offered: Live and film program producing. Consultant work to advertising agencies and advertisers on radio and television commercials. Contract work with agencies and production companies for co-producing assignments.

Productions: The Merry Mailman, Luncheon at Sardi's, Supper at Sardi's, Special Edition, Celebrity Club.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-0128

OwnerBernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES

120 Broadway, New York, N. Y.

TALENT ASSOCIATES

**TELEVISION PRODUCTION
AND MANAGEMENT**

ALFRED LEVY

DAVID SUSSKIND

ROBERT COSTELLO

Phone: BArelay 7-7760
 Exec-in-Charge Gilbert Parker
 Chairman.....R. W. Hubbell
Services Offered: Program producers.

**INTER-CALIFORNIA
 BROADCASTING SYSTEM**

351 S. Spring St., Los Angeles 13, Calif.
 Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
 Station Mgr.....R. A. Ochoa
 Promotion Mgr.....M. L. 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.

THE JAFFE AGENCY

8553 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 6-6121
 N. Y. Phone: MUrray Hill 8-0810

PresidentSam Jaffe
 SecretaryPhilip Gersh
 V.P., Chg. Lit. Dept.....Mary Baker
 TV, Radio Dept. Head....David Freedman

TV Dept.....Fred Hamilton, Hal Ross
 Literary Dept.....Everts Ziegler, Robert Goldfarb, Clancy Sigal, Michael Ludmer, Jerry Siegel
Services Offered: Representation of artists, actors, actresses, directors and writers and material in live and film television and radio. Packagers 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.

**JEWELL RADIO AND TELEVISION
 PRODUCTIONS**

185 N. Wabash Ave., Chicago 1, Illinois
 Phone: FIancial 6-4174

PresidentJames E. Jewell
 Vice PresidentW. Ralph Jewell
 ManagerCharles P. Flynn
 Treas.Lincoln Douglass
 Secretary.....M. P. Casey
 EditorJames 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
 (A subsidiary of NBC)**

**ARTHUR HENLEY
 PRODUCTIONS**

Creators of



PLaza 5-7145

c M U Y M Inc.

Shelton Hotel
 523 Lexington Ave.
 New York 17, N. Y.

4 W. 58th St., New York 19, N. Y.

Murray Hill 8-0585

President.....Alan W. Livingston
V.P., Merch. Dir.....Ed Justin
General Mgr.....F. X. O'Shea
Merch. Acct. Exem.....Robert Max
Art Director.....Mario Trombetta
Services Offered: Merchandising of TV
and Radio personalities.

Current Productions: Howdy Doody,
Johnny Jupiter, Gabby Hayes, Author Meets
Critics, Jackie Robinson.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.

Phone: LA 4-4228

DirectorMaxine Keith
Services Offered: Creative and producing
for radio and TV.

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 serv-
ice—ideas, scripts, production, talent, sales.
Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 45403

PresidentJack M. Kurtze
Vice Pres.....Lula Mae Kurtze

Exec. Producer.....Fred Kimball

Services Offered: Specialized services to
advertisers and advertising agencies, produc-
tion, direction and casting facilities for TV,
Radio and motion pictures.

ELY LANDAU, INC.

60 W. 55th St., New York 19, N. Y.

Phone: PLaza 7-2100

President.....Ely A. Landau
Exec. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Sales.....Harold Goldman
Services Offered: Producers of television
programs on film.

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
Vice-PresidentW. 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.

FORTV

FREMANTLE OVERSEAS RADIO & TELEVISION, INC.

366 MADISON AVENUE, NEW YORK 17, N. Y.

MURRAY HILL 7-4344

Distributors of Radio and Television Programs
in International Markets

MEXICO CITY — LONDON — ROME — TORONTO — SYDNEY — JOHANNESBURG

TOKYO — SAO PAULO — CARACAS — BOGOTA — BUENOS AIRES

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-built radio programs, 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

Pres.Herbert S. Laufman
 Vice Pres.....Jas. A. Jennings, Jr.

Services Offered: Producer and packager of live and filmed TV programs, live commercials, advertising counsellors.

Productions: The Doctor Answers, It's Baby Time.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

PresidentLes Lear

Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.

Phone: PLaza 3-5083

Partner.....Lester & Juliet Lewis

Services Offered: TV package shows, personal management.

Current Productions: Count Sheep.

PHILLIPS H. LORD, INC.

1440 Broadway, New York 18, N. Y.

Phone: LO 4-8000

Pres., Mgr., Prog. Super.....C. R. Manby

Services Offered: Radio and TV package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

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 electroplating of masters and production on vinylite pressings.

Productions: Hollywood Sound Stage.

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.

ROBERT QUIKLEY

Executive Producer

OF

“ON YOUR ACCOUNT” — CBS-TV

“LOVE STORY” — CBS-TV

**MARSHALL—HESTER
PRODUCTIONS, INC.**

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

Phone: MUrray Hill 7-2722-3-4

President.....A. W. Marshall
Vice-PresidentHarriet Hester
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packag-
ing Live and Transcribed Radio and TV
Programs. Directorial and Supervising Serv-
ice. Complete Radio and TV Public Rela-
tion services for Social, Professional and
Trade Organizations.

McGRAW ASSOCIATES

33 West 42nd St., New York 36, N. Y.

Phone: PE 6-7110

Partners..Peg M. McGraw, Walter J. McGraw
Prod. Mgr.....Peter Henning
Producer-Dir.Peggie Springstead
Services Offered: Production of quiz and
dramatic programs. Film and live TV pro-
grams and spots, specializing in crime docu-
mentaries.

Productions: Wanted, Phrase That Pays,
Monitor.

**ALEXANDER McQUEEN &
ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.

Phone: RAvenswood 8-9010

OwnerAlexander McQueen
Services Offered: "Nothing But The Truth"

feature (Reg. U. S. Pat. Office), in person,
transcribed, or TV. Research for human-
interest stories on sponsor's product.

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0695

PresidentCharles Michelson
TreasurerAaron Michelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond
Services Offered: Distributing of tran-
scribed radio program series; syndicated TV
film series; Sound effect record libraries;
American representatives for foreign broad-
casting interests.

Productions: Capsule mysteries, The Plain-
clothes Man, Famous Jury Trials, The Clock,
Half-hour Mystery Bloc, Daytime Soap
Operas.

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

**CREATIVE
PRODUCTION**

Mel Gold

Productions, Inc.

1639 Broadway
New York 19, New York
JUdson 6-5444

**TV-FILM COMMERCIALS
TV PROGRAMS (Film and Live)
INDUSTRIAL FILMS
TRAINING FILMS**



**MARSHALL—HESTER
PRODUCTIONS, Inc.**

521 FIFTH AVENUE
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

Owner.....Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.
Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

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
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, W.1, London, England
 19 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
 430 N. Michigan Ave., Chicago, Ill., DElaware 7-1100

4172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010

116A West Kirk Ave., Roanoke, Va., ROanoke 3-1311

12 Allard Blvd., New Orleans, La., GALvez 4110

3790 Gardner Ave., Cincinnati, O., SYcamore 9119

2402 No. Akard St., Dallas, Tex., PRospect 7536

837 Book Tower, Detroit, Mich., WOODward 2-2604

105 Montgomery St., San Francisco, Calif., ENbrook 2-8922

203 White Building, Seattle, Wash., Mutual 4567

212 Beason St., Salt Lake City, Utah, 3-4657

1048 Northwestern Bank Building, Minneapolis, Minn., LINcoln 7863

550 Grant St., Suite 116, Pittsburgh, Pa., GRant 1-9995

Bellevue-Straiford 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.

COORDINATED ADVERTISING CORP.

PRODUCERS

of

"Between The Lines" — WABD

"Wendy Barrie Show" — WABD

"Wendy Barrie Radio Show" — WMCA

Producer

LESTER L. WOLF

Associate Producers

CHARLOTTE ARMSTRONG

MARY BELLE LANTSBERY

16 West 46th Street, N. Y. C.

JU 2-2100

TESTIMONIAL TIPS

(No. 4 of a series)

ALWAYS BE SURE THERE IS A LOGICAL BELIEVABLE CONNECTION BETWEEN THE PRODUCT AND THE PERSONALITY!

Over 400 advertising agencies that have used our services have found that this advice pays — and sells.

Endorsements, inc.

The only organization devoted exclusively to all phases of endorsements and testimonials.

Send for FREE COPY OF THE REVISED PRIMER OF TESTIMONIAL ADVERTISING.

500 FIFTH AVENUE
 NEW YORK 36, NEW YORK

Hollywood • Washington • Chicago
 London • Paris

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

Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NEPTUNE PRODUCTIONS, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959

President.....Robert Montgomery
Executive Vice Pres.....John E. Gibbs
Vice Pres., Treas.....Joseph W. Bailey
Services Offered: Packaging and producing live and filmed TV programs.
Productions: Robert Montgomery Presents.

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

Exec. V.P.....Eugene Bernald
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: WIconsin 7-0069

Owner.....Donald Peterson
Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

1020 N. Rush St., Chicago, Ill.
Phone: DELaware 7-7422

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Glove 6-2315

President.....George Logan Price
Secy.-Treas.....Stella Launch Price
Services Offered: Scripts, casting, production of commercial programs of various types. Distribution and servicing of syndicated programs for commercial use.
Productions: Living Pages.

PYRAMID PRODUCTIONS, INC.

1 East 57th St., New York 11, N. Y.
Phone: PLaza 1-0430

President.....Everett Rosenthal
Exec. Vice Pres.....Leonard Loewinthan
Services Offered: Producers of live and film programs.
Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Readers Digest, Seven Against Crime.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY ASSOCIATES

32 E. 68th St., New York, N. Y.
Phone: LE 5- 9850

Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir....Raymond R. Chambers
General Mgrs...Norman Alt, Eugene Aretsky
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," "What's New."

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 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800
Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

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

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.
Phone: CR 4-7863

PresidentStuart Reynolds
Productions: 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.

RICHARD S. ROBBINS CO.

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.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: RIverside 9-3647

Bd. Chairman.....Maurice Roffman
PresidentRichard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

PresidentJanet Taylor
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 radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

LESLIE ROUSH PRODUCTIONS, INC.

35 W. 53rd St., New York 19, N. Y.
Phone: COlumbus 5-6430

President.....Leslie M. Roush
Vice-Pres.Jules Sindic
Gen. Mgr.....John Fox

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Suite 210, 138 S. Ninth St., Philadelphia 7, Pa.
Phone: WALnut 3-0300

Production Manager....Barnard L. Sackett
Film & Transcription Tech...R. K. Newmayer
Continuity Director.....Charles E. Magic
Public RelationsMorris Yuter

Services Offered: Complete radio and TV series for video and AM station, commercials, custom-built live and film productions, scripts, personal radio-TV representation, concert management.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7614, New York, N. Y.
Phone: LO 3-4677

ProducerWalter Kennedy
Branch Offices

127 N. Dearborn St., Chicago, Ill.
8506 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 Boh Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

OwnerAllen Savage
Services Offered: Producers, packagers and distributors.

Productions: Career Kids.

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.*Current Productions:* Crossroads, Topper. Adventures of The Falcon, Mr. and Mrs. North.**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

Mgr.Bernie Crost

16 E. 41 St., New York 17, N. Y.

New York Phone: LExington 2-1791

ManagerJack Arden

1606 Vista Del Mar Ave., Hollywood 28, Cal.

Phone: HO 9-1171

PresidentWalter Schwimmer

Sales Manager.....Bernie Crost

TV Program Dir.....Arthur Pickens

Program Director.....Arthur Pickens

Services Offered: TV and Radio package programs.*Productions:* Championship Bowling, Eddie Arnold Time, Tello-Test, Tune-Test.**SESAC, INC.**

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

Phone: MUrray Hill 5-5365

PresidentPaul 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 including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.**CHARLES E. SKINNER PRODUCTIONS**

1600 Broadway, New York, N. Y.

Phone: CI 6-6915

6226 Yucca St., Hollywood, Cal.

Phone: HOLlywood 2-6555

Pres., Exec. Prod.-Dir....Charles E. Skinner

Gen. Mgr., Sec'y-Treas.....Ray Rand

Music Editor.....Alfonso Corelli

Script Editor.....Nelson Gidding

Film Editor.....Alan Crosland Jr.

Production Exec.....T. R. Curtis

Musical Directors.....Skitch Henderson & Ted Royal

Production Supervisor.....William Toth

Camera Directors...G. Warrenton, D. Drury

Assoc. Prod., West Coast Rep...Albert Kelley

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

PresidentFletcher Smith

Vice-PresidentCharles Schettler

Secretary-TreasurerPeter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.**SNADER PRODUCTIONS, INC.**

1710 LaBrea Blvd., Hollywood 46, Calif.

Phone: CRestview 4-6651

President.....Louis D. Snader

DirectorLeRoy Prinz

Musical Director.....Sid Lippman

Services Offered: TV program production, package TV programs, TV film production, syndicate film, TV talent.**SONG AD FILM-RADIO PRODUCTIONS**

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 5-6181

PresidentRobert 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

DirectorGeraldine 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

PresidentMax Wolf

TalentAl Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.**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

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 personalities for television and radio.

Productions: Modern Romances—for radio and TV; Rocky King.

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030

President.....Alfred Levy
Exec. Vice Pres.....David Suskind
Vice President.....Robert Costello
Services Offered: Produce live dramatic television programs.

Productions: Justice, Appointment with Adventure, Armstrong Circle Theatre.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: PE 6-8861
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 Elliott
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.

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: GI 2-3201

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.....Bess Deck
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

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.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOodward 2-9184

President.....George Trendle
V. Pres. & Gen. Mgr.H. Allen Campbell
Secy. & Gen. Counsel....Raymond J. Meurer
Services Offered: Radio-TV production. Sergeant Preston merchandise licenses, Green Hornet licenses.

Productions: Sergeant Preston of the Yukon.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CI. 2066

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Branch Office

2133 N. W. 11th Ave., Miami, Fla.

Productions: Ad-imation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144

President William L. Klein
Services Offered: Films, 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

President..... Frank H. Bartholomew
Gen. Sales Manager..... Leroy Keller
Television Mgr. Wm. C. Payette
Radio Manager..... John Madigan
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

President..... Thomas J. Valentino
Vice-President..... Michael T. Valentino
Vice-President..... Elsie F. Valentino
Gen. Mgr., Secy..... Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President Bill Murphy
Vice-President Charlotte Morgan
Radio-TV Dir..... Helen McCausland
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Current Productions: Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer..... Chick Vincent
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-President Herbert Wolf
Associate Producers..... Jaek 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, Masquerade Party and Penny to a Million.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

President..... Frank Parke Wright
Treasurer Sylvia C. Wright
Acct. Executive..... Ted Slade
Southern Calif. Mgr..... John Sparling
Office Mgr..... Helen Rosemont
Traffic & Media Mgr..... Carolyn Stull
Art Director..... Norma Teilmann
Copy Director..... Kay Lynch
Comptroller Alma McGarrigle
Services Offered: Merchandised advertising in the food and drugs products fields.

Productions: Calo Pet Exchanges.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8

Producer, Partner..... Wynn Wright
Prod., Partner..... Charles Granzow
Services Offered: Creation and production of radio and television programs.

Current Productions: Official Detective, I Ask You.

SANFORD YAEGER PRODUCTIONS

550 Fifth Ave., N. Y. 36, N. Y.
Phone: JUdson 6-8856

Producer, Director..... Sanford Yaeger
Production Coordinator..... Robert O'Connell
Production Manager..... John Oliver
Services Offered: Film producers for TV, animations, 16 and 35 mm., electrical transcriptions for radio.

Productions: The Shadow, O. Henry Stories, Nick Carter.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

President Frederic W. Ziv
Exec. Vice Pres..... John L. Sinn
V.P., Charge of Sls..... Alvin E. Unger
V.P., Charge of Productions..... Herb Gordon
Treasurer..... Joseph L. Moore
New York Office

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

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..... Jack Gregory
Manager, Natl. Sls..... Walt Kingsley
Mgr., West Coast Div..... Jack Gregory
Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.

GOT ANY BRIGHT IDEAS?



Columbia Transcriptions will take your bright ideas and put them in permanent form on custom-made, high fidelity records. At your service are all the facilities of the greatest name in sound. We'll even supply the bright ideas! Our latest is AURAVISION, a unique process which gives a living voice to the printed page. An actual phonograph record can be removed from the page and played on any phonograph.

For more details write Columbia Auravision, Dept. B, 799 Seventh Avenue, New York 19, N. Y.

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A Division of Columbia Records, Inc.

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Chicago 410 North Michigan Avenue—Whitehall 4-6000

Hollywood 8723 Alden Drive C'Restview 6-1034

Transcription & Recording Companies

TRANSCRIPTION PRODUCERS

SERVICES OFFERED

PERSONNEL

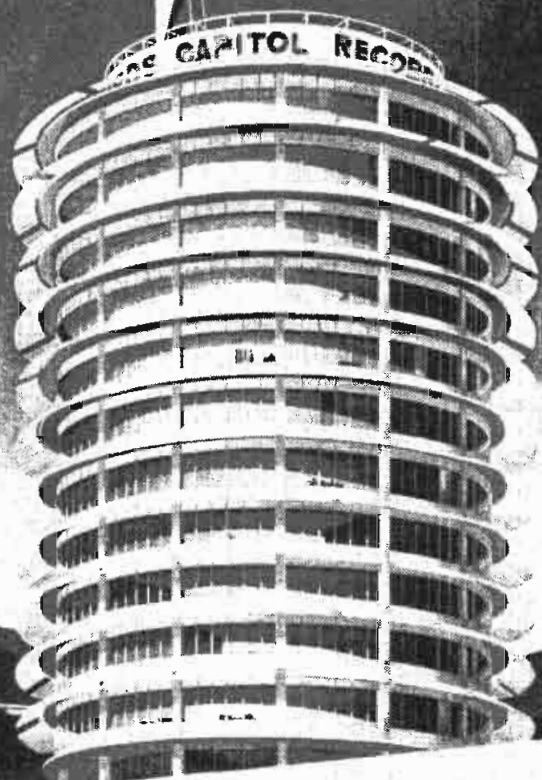
ADDRESSES

WELCOME . . .

to our new Hollywood studios which, combined with our Eastern facilities, assure you of the finest production available anywhere for all your recording needs. The most modern engineering equipment, plus pressing plants on both coasts, guarantee the ability of Capitol Custom Services to meet the most rigid requirements of quality and service.

CUSTOM SERVICES
DEPARTMENT

Capitol Records, Inc.
Tom H. Mack, *Gen. Mgr.*
Hollywood & Vine — HOLLYWOOD 2-6252
Herbert L. Sachs, *Eastern Sales Mgr.*
151 W. 46th St., N. Y.
COLUMBUS 5-4758



TRANSCRIPTION AND RECORDING COMPANIES



JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Can.
Phone: EM 4-9296

OwnerJohn Adaskin
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 & TELEVISION

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herbert
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div...John Tregale
Mgr., Prog. Div.....C. Dana S. Murray
Manager, TV Dept.....Reo Thompson
Mgr., TV Sta. Time Div.....Ross McCreath
Sales, TV Film.....Brue Masters
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.....Hal G. Neely
Wash., D. C. Mgr. & Contr. Dir..W. S. Adams
Services Offered: Processing and pressing transcriptions, phonograph, slide film and promotion recording. Hi-speed magnetic tape duplicating records. All types, sizes, and speeds. Complete recording facilities available.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-5515

PresidentSamuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Assistant TreasurerHarry J. Wright
SecretaryEdith Schaffer
Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

818 Grand Ave., Kansas City 6, Mo.
Phone: HA 1-6109

Owner.....Bill L. Godden
Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

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-till-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

PresidentHerbert Rosen
Service 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: JUdson 6-5095

President, Secy.....Julius Impellazzeri
V.P., Treas.....Charles T. Lynch
Sales Manager.....Robert Foster
Services Offered: Facilities for recording for radio and TV; disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications 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: JU 6-5095

President, Secretary.....Julius Impellazzeri
Treasurer.....Edward J. Mearshemer
Sales Manager.....Ray Rand
Production Manager.....John Beaumont
Services Offered: Full library of recordings on magnetic tape, including popular, dance, jazz, Latin American, square dance, polka, folk songs and ballads, classical, educational, religious and seasonal selections for retail to consumer; available on 7, 5 and 4 inch in program size reels in two speeds, 7½ and 3¾ ips—dual and binaural tracks—playing time half to one hour.

QUICKEST way to build up



Only RCA Thesaurus offers so many exclusive time-selling and programming features

Selling radio time to sponsors requires the *right* sales tools. Making radio pay off for sponsors also requires the *right* programming for attracting and holding *many* listeners.

On both counts, more and more of today's most successful radio stations are building up their profits with *RCA Thesaurus*. Because *RCA Thesaurus* offers proven audience-getting shows and sales tools like jingles, commercial sales aids, echo attention-getters, sponsor-selling gimmicks, sales-clinching attention-getters . . . because this library service is so broad in scope and so complete in its follow-through . . . because it is kept constantly up to date with 50 sales-making and audience-building releases monthly . . . because it's right in step with current radio listening trends. *RCA Thesaurus* actually *pays for itself many times over!* For full information and dollar-and-cents proof of how *RCA Thesaurus* can help you, write, wire or call your nearest RCA Recorded Program Services office.

Only RCA Thesaurus offers



Frank Luther Fan Show — with unlimited programming versatility.



Jimmy Power in The Grand Rice Library based on the national best-seller, "The Tumult and The Show".

Only

RCA Thesaurus offers 27 Headline Features with Big-Name Stars



Nelson Eddy's Pantheon Party, 5 half-hours weekly.



Phil Spitalay in The Hour Of Charm, 1 half-hour weekly.



Wayne King Serenade, 1 half-hour weekly.



George Melachrino in The Melachrino Musical, 3 quarter-hours weekly.

Only RCA Thesaurus offers Sell-Effects like these . . .



Weather, Time, and Shipping jingles.



Echo attention-getters. Feature program signatures.



Audition discs.

Only RCA Thesaurus offers



Advance Marketing Bulletins.

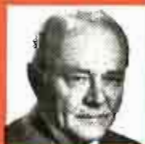


A sales making champion for radio sponsors.

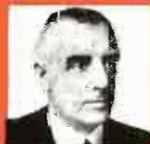
Time-Selling Brochures.

Only RCA Thesaurus offers

these Famous Holiday Shows . . .



"The Christmas Miracle of Joseph Crown" with Charlie Huggles



"The Story of the Nativity" with Walter Hampden



"A Christmas Visit with Ted Malone"



"A Christmas Carol"

"Santa Claus Rides Again"

"The Story of Luster"

profits...

Only RCA Thesaurus offers the "Shop-At-The-Store-with-the-Mike-on-the-Door" Sponsor-Selling Merchandising Plan . . .



SHOP AT THE STORE WITH THE MIKE ON THE DOOR



The most powerful, complete and successful plan ever for selling more local time.



. . . and 2,000 singing commercials



2,000 singing commercial jingles for over 70 sponsor categories; and commercial sound effects for 35 types of sponsors.

Use Fully-Recorded Shows . . .



"Great Days We Honor" for 40 important U.S. holy days and patriotic holidays. Fully-recorded quarter-hours.

. . . and these Special Shows



Ralph Flanagan in "Quickie-Guide"; 5 five-minute shows weekly.



"Do-It-Yourself" Show; 3 quarter-hours weekly.



Pigskin Parade; Football Lore, Big Game Predictions; quarter-hour.

Use these . . .



Sammy Kaye Show; 5 quarter-hours weekly.



Hank Snow and his Rainbow Ranch Boys; 5 quarter-hours weekly.



Jose Melis



Johnny Desmond



June Valli

Use Sales Aids . . .



Sponsor Promotion Kits.

Only RCA Thesaurus offers Weekend Shoppers Special . . .



Weekly half-hour program designed for sponsors who want to reach big, weekend shoppers' market.

and 89 quarter-hours of . . .



Planned Programming Weekly . . . complete with continuity service.

a basic library of approximately 5,000 musical selections, jingles and sell-effects . . . cataloging . . . disc storage cabinets . . . monthly releases.



recorded
program
services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

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155 East 24th Street, New York 10, N. Y.
MUrray Hill 9-7200

445 N. Lake Shore Drive, Chicago 11, Ill.
Whitehall 4-3530

522 Forsyth Bldg., Atlanta 3, Ga.
LAmer 7703

1907 McKinney Ave., Dallas 1, Texas
Riverside 1371

1016 N. Sycamore Ave., Hollywood 38, Cal.
OLdfield 4-1660

your **ONE SOURCE** for a complete record service

Fast — Economical — Dependable record service is the reputation Allied Record Manufacturing Company of Hollywood has earned during more than 23 years of "sound service" to the trade. Now . . . a new ultra-modern plant in Belleville, New Jersey, provides this unmatched record service "know-how" for even better, faster service to our Eastern accounts.



PROCESSING — modern equipment, high-precision testing every step of the way.

PRESSING — specially designed machines and exclusive methods assure first quality.

TAPE DUPLICATION — Ultra-high fidelity — used by broadcasting studios the world over.

STORAGE — a new convenience for you — private, confidential, safe.

SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

ALLIED RECORD MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey PLymouth 9-0200

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOLLYwood 9-5107

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: PLaza 7-5685

Owners... Raymond Scott, Dorothy Collins,
Leonard Wolf

Treasurer Bob Briody
General Manager..... Leonard 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.

247 W. 46th St., New York 36, N. Y.
Phone: JU 2-4812

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.

CADENCE RECORDS

40 E. 49th St., New York 17, N. Y.
Phone: MURray Hill 8-6151

President Archie Bleyer
Vice President..... J. P. Delaney

Services: Recording, production, manufacturer, distribution.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 2-2103

President Spence Caldwell
Vice Pres., Prod..... Gordon F. Keeble
Comptroller..... S. H. Coxford
Creative Director..... John N. Heaton
Sales Executives..... George Proctor,
G. B. Quinney, Sid Banks

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

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 Wallich
Vice-President James Bayless
Manager Thomas H. Mack
Eastern Sales Manager..... Herbert I. Sachs

Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and **FEATURE**
Motion Pictures

Five complete recordings of
the following libraries:

VIDEO MOODS — MAJOR
— BRULL — ODEON —
AND
FRANCIS, DAY & HUNTER

Also the largest selection of sound effects records in existence. 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

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: Victoria 9-1593

Sr. Partner.....James B. Keysor
Plant Manager.....James B. Keysor, Jr.
Sales Manager.....Richard B. Keysor

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, Echo chamber, Dukane 30/50 cycle slide projector, Ampex tape recording.

COLUMBIA RECORDS, INC.

Division of CBS, Inc.

799 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-7300

President.....James B. Conkling
Executive Vice-Pres....Goddard Lieberman
V.P., Gen. Mgr. Cryton Precision

Prods.James H. Hunter
Vice-Pres. Chg. of

West Coast Op.....A. J. Schrade
V.P., Dir. Ops. Electronic

Prods.....Paul J. Wester

Vice Pres., Chge. Mfg....Herbert Greenspon
Vice Pres., Gen. Mgr., Columbia

I.P. Record Club.....Norman A. Adler
ControllerW. G. Wilkin
General Auditor.....Arthur S. Padgett

Services Offered: Records, phonographs needles, electrical transcriptions, plastic products.

COLUMBIA TRANSCRIPTIONS

(A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300

DirectorAlbert Shulman
National Sales Mgr.....Calvin Roberts
Chicago Mgr.....Girard Ellis

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 16, Calif.

Phone: Olympia 2-2995

Pres. and Exec. Prod....Walter White, Jr.
Associate Prod.Bill Heath
Production Mgr.....Vernon Keays
CoordinatorEleanor Payne

Services Offered: Creators and producers of tape and open-end recordings such as our "Hopalong Cassidy," "Tarzan," "The Clyde

*** PROVEN QUALITY!**

**COASTAL
RECORDING
COMPANY, Inc.**

COASTAL "40"
80 West 40th Street

New York, N. Y.

COASTAL "52"
136 West 52nd Street

Circle 6-3900

- Complete recording facilities
- 16MM film synchronization
- Dukane 30 50 cycle Automatic Slide Film Tone Generator.
- 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

Executive Vice-President

Beatty Show," AM & TV, "Down Our Way," "Strollin' Tom," etc. All are 30 min. vehicles excepting "Strollin' Tom," which is a quarter hour open end.

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 consultants to advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.

Phone: Columbus 5-2300

Mgr., Special Service.....Claude Brennan
 Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
 Sales & Promotion.....Marion I. Waring

Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-syne generator. Heated stylus masters, 78, 45 and 35 rpm. Off-the-air, line and studio recordings. Tape editing.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, 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. • OReard 4-7400

Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
 Vice-PresidentArthur Lubo
 Vice-President.....Fred de Jaeger
 Treasurer.....Helen D. Kelleher
 Secretary.....John Hughes Dwyer
Services Offered: Tape—Disc recording
 Studios—Remote work. Production—Talent.

FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 3-5100

President.....C. Robert Fine
 Exec. V.P.....Elmer O. Wilschke
 Recording Super.....George Piro
 Sales Director.....Betty Jane Keilus
Services Offered: Complete recording
 facilities for disc, tape and film, including
 mobile equipment for location work. West-
 ern 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 N. Rodeo Dr., Beverly Hills, Calif.
 Phone: CR 4-5491

OwnerMitchell Gertz
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 66th St., New York 36, N. Y.
 Phone: JU 6-5577

President.....Herbert M. Moss
 Vice-President.....Stephen F. Temmer
 Dir. of Sls. & Service.....Robert M. Volkell
 Sales Manager.....John A. Thayer Jr.
Services Offered: Tape, disc, and film re-
 cording. Five specially engineered recorded
 studios, 12 ampex tape machines and six disc
 lathes, direct mail, sales training, and pre-
 mium records; writing and production staff
 available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
 Phone: GRant 1-3696

PresidentGeorge Heid
Services Offered: Recordings, transcrip-
 tions, package programs for radio and TV,
 film productions, air check for radio and TV,
 scripts, talent.

**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

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.
Phone: JUDson 2-2170

Owner.....Estella H. Karn
Services Offered: Recording, program production 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
Acct. 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 McFadgen

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 Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At 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 Coverage 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

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.

155 E. 24th St., New York 10, N. Y.—MU 9-7200
445 N. Lake Shore Dr., Chicago 11, Ill.—Whitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif.—HO 4-5171
1525 McGavock St., Nashville 3, Tenn.—Nashville 5-6691



custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

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

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 5, Calif.
 N. Y. Phone: Dunkirk 4-491

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-plating of masters and production on vinylite pressings.

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: Magne-Tronics motivational music; tape-recorded background music programs for multi-plex transmission on a subscription basis by exclusive, authorized franchises. Special program material on

tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 11th 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.

M G M RECORDS


701 Seventh Avenue, New York 36, N. Y.
 Phone: Circle 5-4820

General Manager Frank B. Walker
 Sales Manager W. W. Early
 Advertising Manager Sol Handwerker
 Director of Artists 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 W. 45th St., N. Y. 36, N. Y.
 Phone: PLaza 7-0695

Treasurer Aaron Michaelson
 Traffic Manager R. Mantell
 Export Manager Martin Diamond
Services Offered: Distributors of trans-



cadence
 RECORDS

CADENCE RECORDS, INC.
 40 EAST 49 STREET
 NEW YORK CITY MU 8-6151
 Archie Bleyer, Pres.



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



scribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record 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.

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. Ser...Alexander B. Motenko

V.P., Eng. & Research...Emil F. Hembrooke

V.P., Adv., Pro., Pub.,

Pub. Relations...Edward Hochhauser, Jr.

New York Operations

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).

NATIONAL MUSITIME, CORP.

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

Phone: PLaza 7-1838

President.....Charles E. Rynd

Vice-Pres. & Gen. Mgr.....Jerome K. Levy

Vice-Pres. in chg. Sales...Robert Winston

Program Director.....Gordon Myers

Technical Director.....Howard Lawrence

Services Offered: Franchised background music service pre-programmed on automatic magnetic tape. Available to FM stations and wired background music operators. Also background music location tape for factories, restaurants, etc.

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

Exec. V.P.....Richard B. Olmstead

Vice Pres.....H. F. Landon

Services Offered: Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

THE PENTHOUSE SOUND STUDIOS OF V. J. NOLA

Steinway Hall, 113 West 57th St.

New York 19, N. Y.

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.

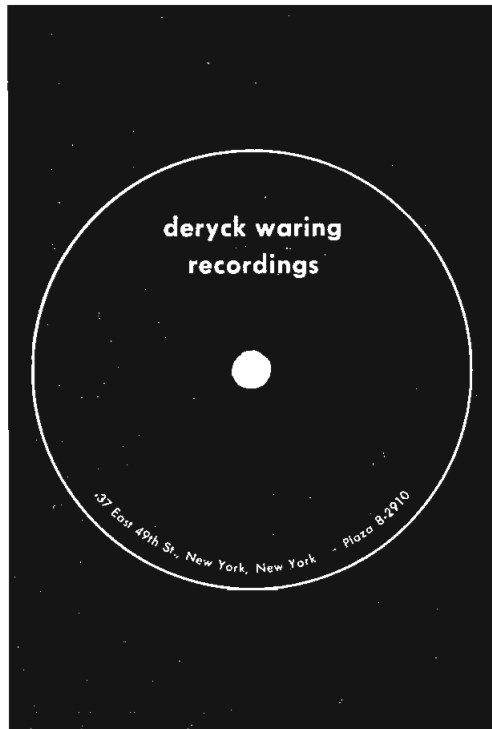
50 Rockefeller Plaza, New York 20, N. Y.

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: Globe 6-2135

President.....George Logan Price, Sr.
Sales Manager.....S. M. Lanch Price

Services Offered: Ideas, scripts, production for any type recorded program, 52 one-half hour Biblical dramas Old and New Testament.

RCA VICTOR CUSTOM RECORD SALES DIV.

155 East 210th St., New York 10, N. Y.
Phone: Murray Hill 9-7200

Vice-Pres., Gen. Mgr.....Lawrence Kamaga
Manager.....James P. Davis
Mgr., Custom Record

Adm.....Emmett B. Dunn
Artist & Repertoire Mgr.....Ben Selvin
Advig. & Prom. Mgr.....Frank J. O'Donnell
Custom Record Sales Sections

Mgr. Sls. & Prod.
Planning.....Ralph C. Williams

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. Tabaney
N. Y. Sales Rep.....James R. Cumison
Chicago Sales Rep...William C. Leonard

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
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., Sls. Prom. Services...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

155 E. 21th St., New York 10, N. Y.
Phone: Murray Hill 9-7200

115 North Lake Shore Drive, Chicago 11, Ill.
Phone: Whitehall 1-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: Oldfield 1-1660

522 Forsythe Bldg., Atlanta 3, Ga.
Phone: L. Amar 7-03

1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

1525 McGovock St., Nashville, Tenn.
Phone: Alpine 5-6691

RADIO FEATURES OF AMERICA

37 W. 16 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 3-3282

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.

1121 S. Glenstone 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, Saddle Rockin' Rhythm, Carter Sisters.

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.

ROCKHILL RECORDINGS

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. 8500 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-Pres....Charles E. Skinner
 Sec'y-Treas., Gen. Mgr.....Ray Rand
 Script Editor.....Nelson Gidding
 Film Editor.....Alan Crosland Jr.
 Production Executive.....Tom C. Curtis
 Music Editor.....Alphonse Corelli
 Musical Directors.....Skitch Henderson,
 Ted Royal

Services Offered: Creators & producers of TV, theatrical, and sls. influence films. Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood.

HARRY SMITH RECORDING STUDIOS, INC.

48 West 48th St., New York 36, N. Y.

Phone: CI 6-5171

PresidentWilliam Lackenbauer

Treas.Milton Lackenbauer
 Sec'yLarry DeMars

Services Offered: Recording studios, transcription service, air checks, etc.

CUSTOM RECORDS, INC.

41 East 42nd St., New York, N. Y.

Phone: MUrray Hill 7-6290

Factory: Milton Rd., Rye, N. Y.

Phone: RYe 7-1322

PresidentR. I. Mendels
 Vice PresidentK. R. Smith

Services Offered: Manufacturer of phonograph records. Recording studio available.

TELAVIX STUDIOS, INC.

216 Tremont St., Boston 16, Mass.

Phone: LIBerty 2-9161

Pres. & Treas.....M. Pesanelli
 Exec. Sec'y.....Mrs. M. Jones

Services Offered: TV films, air checks, tape master, full transcription services, full filming services, film and tape editing rooms.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.

Phone: CEntral 6-5275

Owner.....L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.

Phone: GIbralter 2-3201

President.....M. E. Moore
 General Manager.....B. Crane

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

Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlic Magnante.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
 Phone: CLevland 2066
 Production Dept.
 2133 N. W. 11th Ave.
 Miami 37, Fla.

President.....Richard H. Ullman
 Exec. V.P.....Marvin A. Kempner
 Treasurer.....M. C. Thorn
 Secretary.....Edward H. Kavinsky
 Production Manager.....R. D. Buchanan

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

Pres. & Exec. Producer.....Wm. L. Klein
 Vice-President.....Wm. C. Hutchings
 General Mgr.....John Bruhn

Services Offered: Completely equipped shooting-sound stages and recording studios; creative and production services; everything for tape, disc and film; music and sound effects libraries.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
 Phone: C1 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: H0llywood 9-8282

Owner, Pres.....Arthur B. Hogan
 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: M1 2-6465

President.....Milton T. Putnam
 Vice-President.....A. B. Clapper
 Secretary-Treasurer.....Robert A. Weber
 Comptroller.....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: C1rcle 6-4675

President.....Thomas J. Valentino
 Vice-Presidents.....Michael T. Valentino,
 Elsie F. Valentino

Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
 Phone: H0 3-6811

Owner.....H. Dixon McCoy
 Managers.....T. Robinson, D. Blatis

Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

188 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
 Southern Div. Sls. Mgr.....James Weathers
 Eastern Div. Sls. Mgr.....Ken Joseph

Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

8420 Fountain Ave., Los Angeles 48, Cal.
 Phone: O1dfield 4-3799

President.....Gordon Zahler
Services Offered: Background music for TV filmed series.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
 Phone: PLaza 1-1323

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 Prod.....Herb Gordou
 Sales Mgr.....Ben Philley
 Treasurer.....Joseph L. Moore

Services Offered: Transcribed radio programs for local and regional sponsorship.

ORGANIZATIONS

Personnel — Addresses — Unions
 Guilds — Associations — Radio-TV Groups



ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Boulevard, Los Angeles 46, Calif.
 CRestview 4-5209

OFFICERS

President Don DeFore
 1st Vice-President Johnny Mercer
 2nd Vice-President Robert Longenecker
 Secretary Hal Hudson
 Treasurer Hal Roach, Jr.
 Executive Secretary Thomas Freebairn-Smith

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 Raymond Massey
 2nd Vice-President Frank Maxwell
 3rd Vice-President Frederick O'Neal
 4th Vice-President Margalo Gilmore
 5th Vice-President Donald LaMon
 Treasurer Paul Dulzell
 Recording Secretary John Effrat
 Exec. Sec. Angus Duncon
 Counsel Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
 6636 Hollywood Blvd., Hollywood 28, Calif.
 230 Jones St., San Francisco 2, Calif.
 519 Jarvis St., Toronto, Ont.

COUNCIL

Joseph Anthony, Donald Cook, Robin Craven, John Drew Devereaux, Mildred Dunnock, John Emery, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gateason, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Ruth Matteson, Ruth McDevitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roerick, Polly Rowles, Edman Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, Jane White, Eleanor Wilson, Lois Wilson, Jeanna Belkin, Paul B. Brown, Miriam Burton, Joseph J. Caruso, Jack Dabdoub, Robert Flavelle, Betty Jane Keating, Judson Laire, Edith Meiser, Dick Moore, Joan Morton, May Muth, David Orrick, Neve Patterson, F. Douglas Rideout, James Schlader, Hiram Sherman, Stanley Simmonds, Cornelia Otis Skinner, Ralph Strane, Ann Thomas, Ted Thurston, Eddie Weston, Blanche Yurko.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
 JUdson 2-1520

OFFICERS

Chairman Louis N. Brockway
 Vice-Chairman Lee H. Bristol
 Vice-Chairman Leo Burnett
 Vice-Chairman John C. Sterling
 President Theodore S. Repplier
 Vice-President Allan M. Wilson
 Vice-President George P. Ludlam
 Secretary Frederic 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. Coteson, 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

250 W. 57th St., New York 19, N. Y.
 Clncle 6-2431

OFFICERS

Chairman of the Board B. R. Donaldson
 Vice-Chairman of the Board R. M. Feemster
 President Elon G. Borton
 Secretary Viola Erickson
 Treasurer William G. Werner

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, INC.

11 W. 42 St., New York 36, N. Y.
 LOnagacre 3-5100

OFFICERS

Chairman Fred B. Manchee
 Vice-Chairman J. Ward Maurer
 President William A. Hart
 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 Henry G. Little
 Vice-Chairman Robert D. Holbrook
 President Frederic R. Gamble
 Secretary-Treasurer George H. Weber
 Vice-Presidents Richard L. Scheidker, Kenneth Godfrey,
 A. A. Nelson, Richard Turnbull
 Exec. Sec'y-Treas. W. H. Haase

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
 Secty.-Treas. Joseph F. Kehoe
 Vice-Pres. William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
 Phone: LO 4-1251. Mart Borrow, Chairman.

Atlantic Branch, 5 Beckman 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: STote 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 Clayton Collier
2nd Vice-President John Gannon
3rd Vice-President Conrad Nagel
4th Vice-President Olan Soole
5th Vice-President Tyler McVey
6th Vice-President Ernie Winstanley
7th Vice-President Ray Michael
Recording Secretary Janet Baumhoyer
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. Whitehall 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 Lawrence Tibbett
President John Brownlee
1st Vice-President Jascha Heifetz
2nd Vice-President Leopold Sachse
3rd Vice-President Betty Stone
4th Vice-President Astrid Vornay
5th Vice-President Tilda Morse
Treasurer Jerome Hines
Recording Secretary Elizabeth Hoepfel
National Executive Secretary Hyman R. Faine
Acting Nat'l. Exec. Sec. Mortimer Becker

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.
421 Phelan Bldg., 760 Market St., San Francisco, Calif. Phone: EX 2-6990. Charlotte Cochran, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.
100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050. 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

National Administrative Secretary Jackie Bright
President Joe E. Lewis
1st Vice-President Allan Walker
2nd Vice-President Joe Campo
3rd Vice-President Joe Evans
Treasurer Frank Ross
Recording Secretary Joe Smith

BRANCH OFFICES

1697 Broadway, N. Y. 19, N. Y., Phone: CI 6-7130
Eastern Regional Director Lou Smoley
64 W. Randolph St., Chicago, Ill.; Phone: CEntal 6-5561
Mid-West Regional Director Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLlywood 4-8281
Western Regional Director Irvin Mazzei

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President Ira D. Anderson
Vice-Presidents Charles W. Smith, David E. Foville,
Howard L. Stier
Secretary Hugh G. Wales
Treasurer LeRoy F. Church
Executive Director Wm. C. Gordon, Jr.

BRANCH OFFICES

35 Chapters in 35 American Cities

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
Murray Hill 5-2000

OFFICERS

President Richard W. Stocum
Vice-President William Dwight
Secretary W. J. Blackburn
Treasurer D. Tennant Bryan
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dole, Chairman.
ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 8159. Roy W. Prince, 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.
Murray 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, L. Wolfe Gilbert.

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.

56-34 Grand Central Term. Bldg. New York 17, N. Y. Murray Hill 9-7876

OFFICERS

- President Jane Dalton
WSPA, Spartanburg, S. C.
- Vice-President, Eastern Area Bette Doolittle
P. Ballentine & Sons, Newark, N. J.
- Vice-President, Southwestern Area Lauri Schott
Boore & Cummings, Houston, Texas
- Vice-President, Central Area Myrtle Labbitt
CKLW, Detroit, Michigan
- Vice-President Lillian Lee
WABE, Atlanta, Georgia
- Vice-President, West. Area Jeanne Bacher
KGST, Fresno, Calif.
- Secretary-Treasurer Madge Cooper
WWRN, Marion, Ohio
- Executive Secretary Margo Anderson
70 E. 45th St., New York 17, N. Y.

DIRECTORS-AT-LARGE

Hilda Ballestro, Evaporated Milk Assn., Chicago 1, Ill.; Heloise Broeg, WEEI, 182 Tremont St., Boston, Mass.; Lorane Cooley, Calif. Foods Research Inst., 1 Drumm St., San Francisco, Calif.; Lillian Lang, BBC, N. Y. C.; Montez Tjaden, KWTV, Oklahoma City, Okla.

CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, 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, Florida, Kentucky, New Orleans, Maryland, Minnesota, North New Jersey, Albany, N. Y., Ohio Western Reserve, Gateway (Pa.), Piedmont (S. C.).

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 Larry Barnett, 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 Abraham Males

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

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N St., N. W., Washington 6, D. C.
HUDson 3-6620

Coordinator Frederick H Garrigus NARTB

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

- President M. M. Schneckenburger, Seagram & Sons
- Executive Vice-Pres. R. R. McIntosh, General Foods
- Vice-Presidents T. M. Atkinson, J. J. McGill,
R. E. Sewell
- Vice-President and Treasurer G. C. Clarke
- General Manager Athol McQuarrie

FUNCTIONS

This association was incorporated in March 1917. For 40 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies promoting long-range scientific development of advertising and marketing.

THE ASSOCIATION OF CINEMA LABORATORIES, INC.

c/o Secretary, 1226 Wisconsin Ave., Washington 7, D. C.

- President Neal Keehn
- Vice-President Russell Holslag
- Secretary Byron Roudabush
- Treasurer George W. Colburn

DIRECTORS

Don M. Alexander, Robert F. Burns, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Charles E. Lager, Kern Moyses, Byron Roudabush.

FUNCTIONS

Organized in 1953 to deal with technical and administrative problems of motion picture laboratories in the United States, Canada and other North American countries.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegion 9-4940

OFFICERS

- President Paul B. West
- Vice-Presidents Cy Norton, J. M. Allen
- Secretary Peter W. Allport
- Chairman of the Board E. W. Ebel

General Foods

Vice-Chairman G. E. Mosley

Seagram Distillers

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.
Murray Hill 5-7400

- President John MavVane
- Vice-Presidents William Castello, Ned Calmer
- Executive Committee George Fielding Eliot,
Leon Pearson

Secretary Walter Cronkite
Treasurer Cesar Saerchinger
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 Merle Miller
Vice-Pres. William Schirer
Secretary Elizabeth Janeway
Membership Secretary Edith Mackin

COUNCIL

Martha Albrand, Cleveland Amory, Betsey Barton, Howard Breslin, John Brick, Samuel Grotton, John Hersey, Helen Hull, Leonard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Ralph Moody, Ann Petry, Marjorie Hillis Rousston, Rex Stout, Theodore H. White, Margaret Cousins, Alan Green, Norman Katkov, Irmengarde Eberle Koehler, Richard Bissell, E. G. Caray, Jonathan Daniels, Bentz Plogemann, Alvin Tresselt.

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. Sillcox
Treasurer Richard Levine

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
Murray Hill 5-0888

OFFICERS

Chairman of the Board Edward R. Taylor
(Vice-Pres., Matorola, Inc.)
Vice-Chairman Robert E. McNeal
(President, Curtis Publishing Co.)
Vice-Chairman John H. Breck, Jr.
(Exec. V.P., John H. Breck Inc.)
Treasurer Louis Hausman
(Vice-President, CBS-Columbia, Inc.)
President Henry E. Abt
Vice-President Nathan Keats

Conducts a continuous year 'round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

**THE BRITISH BROADCASTING
CORPORATION**

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Rep Basil Thornton
Program Director Alec Sutherland
Program Assistant Lillian Lang
TV Officer A. Singer
Transcription Assistant Morion Rouse
Chief Engineer Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. PLoza 4-1234, Ext. 3121. F. O. Walker, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpel, Douglas Willis, 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. Dirr. W. B. Goodman
Director of Television Albert Crews
Business Manager Arthur W. Rhinow
Director of Films Alexander B. Ferguson
Director of Radio Ben E. Wilbur
Assoc. Dir. of Television Frank B. Nichols
Director of Special Events Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone. Hollywood 4-7464. George Heimrich, Director.

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

**BROADCAST INFORMATION
BUREAU**

535 Fifth Ave., New York 17, N. Y.
Murray Hill 7-1668

Manager J. M. Koehler
Editor Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV Film program directories.

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, Sect. Robert J. Burton
Vice-Pres. in Charge of Non-Radio License Harry P. Somerville
Vice-Presi. in charge Station Relations Glenn Dolberg
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

Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadmore; John Elmer; E. L. Jahncke, Jr.; Joseph Baudino, Westinghouse Radio Stations Inc., Wash., D. C.; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KCOL, Ft. Collins, Colo.; Leonard Kapner, WCAE, Pittsburgh, Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Storer Broadcasting Co., Toledo, Ohio; James E. Wollen, Mutual Broadcasting System, N. Y.; G. Richard Shafto, WIS, Columbia, S. C.

BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

STATION RELATIONS

Al Marlin, Turner Cooke, Justin Bradshaw, John Murphy, Robert Fuller, James L. Cox, Linn Pattee, Ken Sparrow, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President Harry P. Somerville
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 1549 N. Vine St., Hillside 7-7447;
Lawrence Contr, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Mac Kooper, 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, Horace N. Stovin & Company, Toronto.
 Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.
 Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

DIRECTORS

William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto; Neil Morrison, Canadian Broadcasting Corp., Ottawa; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; J. Arthur Dupont, Radio Station CJAD, Montreal; J. J. McGill, Tuckett Ltd., Hamilton, Ont.; C. W. McQuillan, Cookfield, Brown & Co., 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 RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
 3-4036
 President of the Board..... F. A. Lynds
 Exec. Vice-President..... T. J. Allard
 Vice-President..... J. A. Dupont
 Secretary-Treasurer..... Flora Love
 Copyright Counsel..... Samuel Rogers
 French Language Counsel..... Guy Rogers

DIRECTORS

F. A. Lynds, Moncton, N. B.; John Hirtle, Bridge-water, N. S.; George Cromwell, St. John, N. B.; F. B. Ricard, Sudbury, Ont.; Henri Lepage, Quebec, P. Q.; D. A. Gourd, Rouyn, P. Q.; Rene Lapointe, Matane, P. Q.; W. Slatter, Guelph, Ont.; J. E. Campeau, Windsor, Ont.; W. T. Cruickshank, Wingham, Ont.; J. S. Boyling, Moose Jaw, Sask.; G. Gaetz, Edmonton, Alta.; J. B. Craig, Brandon, Man.; H. A. Crittenden, Regina, Sask.; F. H. Elphicke, Vancouver, B. C.; M. P. Finnerty, Penticton, B. C.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-3334. C. W. Fenton, Sales Director.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations and 25 telecasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Sheraton-Astor, New York 36, N. Y.
 Circle 6-5566

OFFICERS

President.....Gene Buck
 1st Vice-Pres.....Pat O'Brien
 2nd Vice-Pres.....Jay Jostyn

Recording Secretary.....Ed Begley
 Historian.....Jane Taylor
 Executive Secretary.....George Buck
 Chairman of Executive Board.....Frank McNellis
 Chaplain.....Rt. Rev. Msgr. Vincent J. Brosnan
 Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
 ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
 President.....William Fay
 Vice-Pres.....Richard Reid
 Vice-Pres.....Joseph A. Duffy
 Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
 Panama, City, Panama
 President.....Fernando Eleita

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

101 Park Ave., New York, N. Y.
 JUdson 2-4500
 12924 Sarah Street, North Hollywood, Calif.
 HO 2-1353; SU 2-8377

President.....Leith Stevens
 1st Vice-President.....Winston Sharples
 2nd Vice-President.....Walter Schumann
 3rd Vice-President.....David Terry
 Secretary-Treasurer.....Mack David
 Asst. Sec. Treasurer.....Ben Ludlow
 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
 WAInut 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.....Moss Hart
 Vice-Pres.....Howard Lindsay
 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

Hon. Presidents Rt. Rev. Henry Knox Sherrill,
Rt. Rev. Horace W. B. Donegan
President Vinton Freedley
Vice-Presidents Rev. Randolph Ray,
Charles Coburn, Bobby Clark, Peggy Wood
Rec. Secy. Rev. Chas. Breck Ackley
Treasurer John Knight
Exec. Secy. Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large,
Rev. G. P. T. Sargent, Walter Abel, Dorothy Black-
burn, Sidney Blackmer, Leo G. Carroll, Margaret Dale,
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Tessa Kosta, Thais Lawton, Raymond Massey, Carmen
Mathews, Margery Maude, John Morley, Helen Orms-
bee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia
Otis Skinner, George Somnes, Frances Starr, Mason
Curry, Majorie Gateson, James Jolley, J. P. Wilson,
Mrs. Leonard C. Feathers, Jean Dixon.

FUNCTION

The Guild ministers to actors of all religious faiths

FEDERAL COMMUNICATIONS BAR ASSOCIATION

Perpetual Bldg., Washington 4, D. C.
REpublic 7-1450

President Percy H. Russell, Jr.
1st Vice-Pres. George O. Sutton
2nd Vice-Pres. George S. Smith
Secretary Ben C. Fisher
Treasurer Dwight D. Doty
Ass't. Secy. Theodore Boron
Delegate to Amer. Bar Ass. P. H. Russell, Jr.

EXECUTIVE COMMITTEE

Robert M. Booth, Jr., Jeremiah Courtney, Frank U.
Fletcher, Stephen H. Fletcher, William C. Kopolovitz,
Thomas W. Wilson.

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

PERSONNEL

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Commissioner Lowell B. Mason
Commissioner Sigurd Anderson
Commissioner William C. Kern
Commissioner Robert T. Secrest
Sec. to the Commission Robert M. Parrish
Executive Director Alex. Akerman, Jr.
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Dir., Bur. of Investigation Harry A. Babcock
Dir., Bureau of Litigation Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Joseph L. Klein, Attorney in Charge. COrlandt 7-7100.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
William F. Lemke, Jr., Mgr., Financial 6-0790.
Room 133, Federal Office Bldg., San Francisco 2,
Calif. Earl Van Wagoner, Mgr. KLondike 2-2350.
Room 811, U. S. Court House, Seattle 4, Wash
Walter W. Harris, Manager. MUtual 3300.
Room 413, Masonic Temple Bldg., 333 St. Charles
St., New Orleans, La. William B. Lott. EXpress 2411.

Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr.,
Pr. 1-6575

Washington Branch Acting Mgr., J. J. Gercke

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 Lewthin
Administrator Suzanne Weltman
Program Director Marins Kobtzeff
Public Relations Denise Folk

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.
AXminster. 3148 Ext. 280

Director J. Keith Tyler
Asst. to Dir. Frank W. Norwood
Secretary Bette Wallach

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

OFFICERS

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Vice-President Herre Rinia
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Secretary Haraden Pratt
Editor D. G. Fink
Executive Secretary G. W. Bailey

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Hunter, A. G. Jensen, J. W. McRae, George Rappa-
port, J. D. Ryder, D. J. Tucker, Ernst Weber, J. R.
Whinnery, C. F. Wolcott

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

President George Abraham
Vice-Pres. David W. Borst
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Public Relations, Sls. Prom. Mgr. T. Blaisdell
Prog Mgr. W. M. Rempton

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center,
Mass. Phone: 4-4244; 333 N. Mich. Ave., Chicago
Ill

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

- Chairman, Bd. of Trustees... Wm. Degen Weinberger
President Eddie Cantor
Exec. Vice-Pres. Harry E. Gould
1st Vice-Pres. George Jessel
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Treasurer Abe Lastfogel
Asst. Treasurer Nat Lefkowitz
Chairman of Relief Dr. Leo Michel
Legal Committee Henry M. Katz
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

- Chairman... Dr. Albert N. Jorgensen, Nat'l. Assn. of
State Universities.
Vice-Chairman... Dr. Edgar Fuller, Council of
Chief State School Officers.
Executive Director..... Ralph Steetle

JCET MEMBERS

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Radio-Television; James H. Denison, Association of
Land-Grant Colleges and Universities; Frank E.
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of State Universities; Dr. Belmont Farley, National
Education Association; Dr. Edger Fuller, Council of
Chief State School Officers; Dr. John C. Adams,
American Council on Education; Dr. Worth McClure,
American Assn. of School Administrators.

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

OFFICERS

- Shepherd Walter N. Greaza
Boy Harry Hershfield
Corresponding Secretary Bobby Clark
Recording Secretary Michael Abbott
Treasurer Lep Solomon
Librarian Tex O'Rourke

DIRECTORS

King Calder, Frank McHugh, Loring Smith, Jack
Whiting, Martin Begley, Joseph S. Buhler, Conrad
Nagel, Henry Gladstone, Ralph Bellamy, Happy Felton,
Emil Friedlander, Marcus Heiman, John W. Hundey, H.
Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: William Gaxton,
Fred Waring.

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.

**MOTION PICTURE INDUSTRY
CREDIT GROUP, NATIONAL
ASSOCIATION OF CREDIT MEN**

229 Fourth Ave., New York 3, N. Y.
ORegon 4-5100

- Chairman Samuel L. Silverman
Vice-Chairman Joseph A. Tanney
Secretary William McAdam

EXECUTIVE COMMITTEE

Kern Mayse, S. C. Robbins, Sam Silverman, Joseph
Tanney, Anthony Termini.

**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

- President Robert Miller
Vice-President Joe Santly
Treasurer Chas. Lang
Executive Secretary Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Bert Haber, Leo Distan, Mickey
Garlock, Mac Kooper, Jack Perry, Bernie Pollack,
Sammy Smith, Murray Luth, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,
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

OFFICERS

- Chairman of the Board..... Walter G. Douglas
President Louis Bernstein
Vice-President Jack Mills
Secretary J. J. Bregman
Treasurer Abe Olman
Agent and Trustee..... Harry Fox

**NATIONAL AFFILIATED TELE-
VISION STATIONS, INC.**

West 55th St., New York, N.Y.
Plaza 7-2100

- Chairman of the Board..... Joseph Justman
Executive Vice Pres. Ely Landau
Vice-President Oliver Unger
Secretary-Treasurer..... Berman Swartz

FUNCTION

To assist UHF and VHF stations in their operations
on a national basis.

**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 DeForest
Secretary Mrs. Victor Roberts
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

27 W. 46th St., New York 36, N. Y. Phone: Judson 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, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Calif.; 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)

35 Court St., Chicago 4, Ill.
WA 2-2462

International President.....Clifford E. Rothery
International Vice-President.....Gene Klump
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacoamo Papo

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

OFFICERS

President.....Frank E. Schooley
Vice-President.....John Dunn
Treasurer.....Robert J. Coleman
Secretary.....William Harley
Executive Director.....Harry J. Skornia

DIRECTORS

Region I: Arthur Weld, Jr., Syracuse University; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Olo Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwald, KUHT, University of Houston; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

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 ASSOCIATION OF TV FILM DIRECTORS

c/o WHAM-TV, Rochester, N. Y.
National Chairman.....Dave Manning, WHAM-TV, Rochester, N.Y.
Public Relations Director.....Art Cook, WVET-TV, Rochester, N. Y.

Western Division

Chairman.....Dick Norman, KPTV, Portland, Ore.
Secretary.....Les Chipman, KOMO, Seattle, Wash.
Public Relations Director.....Dick Woolen, KTTV, Los Angeles

FUNCTIONS

To provide for station responsibility to the public through support of the NARTB Code, to reduce station operating costs, to improve film programming and quality through the free interchange of ideas and standardization of operations.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS

WSM, 301 Seventh Ave., N., Nashville, Tenn
Phone: 6-7181
President.....John McDonald, WSM, 301 Seventh Ave., N., Nashville, Tenn. Phone: 6-7181
Vice-President.....Jack Timmons, KWKH, Shreveport, La., Phone: 2-8711
Sec'y-Treas.....Dix Harper, WLS, 1230 Washington Blvd., Chicago 7, Ill. Phone: MOnroe 6-9700

Historian.....Herb Plombeck, WHO, 914 Walnut St., Des Moines, Iowa, Phone: 3-7147
CHATS Editor.....Wes Seyler, WIBW, Tapcka, Kans.
Phone: 3-2377

FUNCTION

NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL AUDIENCE BOARD, INC.

12-D, 30 East 60th St., New York 22, N.Y.
Murray Hill 8-2360
Officers
President.....Peter Galet
Exec. Vice Pres.....Bernard Kamins
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Secretary.....Harriet Williams

Branch Offices

239 1/2 S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard Kamins, V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator

Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
Murray Hill 6-3535
OFFICERS
Chairman of Board.....Warren C. Agry
President.....Kenneth B. Willson
1st Vice-Chairman.....William G. Werner
2nd Vice-Chairman.....Lorimer B. Slocum

Secretary Lowell Shumway
 Treasurer Frank F. Soule

Directors

Warren C. Agry, Kenneth B. Willson, William G. Werner, Lorimer B. Slocum, Lowell Shumway, Frank F. Soule, Willcox B. Absit, Claude Alexander, Edward J. Breck, J. R. Buckley, Wallace E. Campbell, William A. Dyer, Jr., Ralph T. Friedmann, John N. Garver, Robert E. Healy, R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Virgil W. Milton, John A. Spooner, William E. Steers.

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
 President M. F. Malarkey, Jr.
 Vice-President Bill Daniels
 Treasurer W. J. Calsam
 Secretary Joseph Saricks
 Executive Secretary E. Stratford Smith

DIRECTORS

George H. Bright Jr., Frank Brophy, J. H. Rannels, George J. Barco, Ned W. Cogswell, Glenn H. Flinn, Girard B. Henderson, Paul B. McAdam, Sanford Randolph, Charles H. G. Rees, Harley E. Steiner, John M. Spotswood, Fred J. Stevenson, W. Randolph Tucker.

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NATIONAL TELEFILM ASSOCIATES, INC.

60 West 55th St., New York 19, N.Y.
 PLaza 7-2100
 (See Film Producer Section)

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.
 Judson 6-5444

Officers

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 Exec. Secretary Sydney A. Mayers
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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

OFFICERS

President Louis Handin
 Vice-President Dorothea A. Masters
 Treasurer Lester Rose
 Secretary Bettie North
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NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
 Circle 5-4343

OFFICERS

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 Treasurer W. C. Handy
 Assistant Treasurer A. Edward Walters
 Recording Secretary Evelyn Davis
 Assistant Secretary Lillian Roberts
 Chaplain Dr. John H. Johnson
 Counsel Harry T. Bragg, Simon Feinstein

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 S. Broad St., Philadelphia, Pa.
 PE 5-3168
 President Raymond S. Green
 Vice-President Joseph L. Tinney
 Secretary Robert L. Klein
 Treasurer John Mahoney

FUNCTIONS

To initiate and promote studies of all phases of radio and TV 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

OFFICERS

Honorary President Rocco Vocco
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 Vice-President Joseph Santly
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 Executive Director Bob Miller
 Board of Governors Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Sammy Smith, Murray Luth, Bob Baumgart, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
 Regional Director Morton Schaefer
 1491 N. Vine St., Los Angeles, Calif.
 Regional Director Lucky Wilber
 36 E. 5th St., Cincinnati, O.
 Regional Director Danny Engel
 225 - 26th St., Santa Monica, Calif.
 Regional Secretary Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
 PLaza 7-7600

Director W. J. Convery Egan
 Asst. Director Thomas H. Brown, Jr.
 Program Manager William Rafael
 Public Relations Director Alton Kastner
 Technical Director Claude Harris
 European Director (Munich Office) Richard Condon
 Managing Director (Lisbon office) Henry Lolliol

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 29 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, until such time as they may free themselves.

RADIO ADVERTISING BUREAU, INC. (RAB)

460 Park Ave., New York 22, N. Y.
 MURray Hill 8-4020

OPERATING GROUP

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 Vice-Presidents John F. Hardesty, Sherrill Taylor
 Asst. Sec.-Treas. William L. Morrison
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 Chr. of Finance Committee John S. Hayes
 WTOP, Washington, D. C.
 Board of Directors

Charles T. Ayres, NBC, New York, N.Y.; Joseph E. Boudrino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWFT, Wichita Falls, Tex.; Charles C. Calvey, WMBD, Peoria, Ill.; John C. Cahon, KSBW, Salinas, Calif.; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC, New York, N.Y.; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N.Y.; Jack W. Harris, KPRC, Houston, Tex.; Arthur Hull Hayes, CBS Radio, New York, N.Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingram, KHJ, Los Angeles, Calif.; C. Howard Lane, KOIN, Portland, Ore.; Elroy McCaw, WINS, New York, N.Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; James H. Moore, WLSL, Roanoke, Va.; Gilmore N. Nunn, WLAP, Lexington, Ky.; John F. Patt (Alt: Worth Kramer), WJR, Detroit, Mich.; Edward Petry, Edward Petry & Co., Inc., New York, N.Y.; Robert A. Schmid, MBS, New York, N.Y.; Al Snokes, WJOY, Burlington, Vt.; Kevin B. Sweeney, RAB, New York, N.Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Storer Broadcasting Co., Miami Beach, Fla.; Joseph J. Weed, Weed & Co., New York, N.Y.; Allen M. Woodall, WDAK, Columbus, Ga.

FUNCTION

The organization is supported by all networks, leading station representatives and 800 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-NEWSREEL-TELEVISION
 WORKING PRESS ASSOCIATION
 OF NEW YORK, INC.**

270 Park Ave., New York 22, N. Y.
 Plaza 1-2720

OFFICERS

President Roy Edwards
 1st Vice-President George Jordan
 2nd Vice-Pres Jack Fern
 Sgt. at Arms Lou Hatt
 Secretary Ruth N. Knopf
 Asst. Secretary Charles Campbell
 Treasurer Richard Milbauer
 Board of Governors A. A. Brown,
 David Klein, Lorry Rocies, Nick Archer, Carl Larson,
 Sr., Chester Burger, Bernard Buck, Arnold Lerner.

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, publishes annual Mike & Screen Press Directory

THE RADIO PIONEERS CLUB

589 Fifth Ave., New York 17, N. Y.
 PLaza 9-1500

OFFICERS

President Raymond F. Guy
 1st Vice-President John Patt
 Vice-Presidents Victor Diehm, Merle Jones,
 Lewis H. Avcry
 Secretary Clair McCollough
 Treasurer Charles A. Wolf

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."

**RADIO AND TELEVISION
 DIRECTORS GUILD (A.F. OF L.)**

114 East 52nd St., New York 22, N. Y.
 Plaza 9-0949

OFFICERS

International President Ernest Ricco
 1st Vice-President Robert L. Robb
 2nd Vice-President Joseph Byrne
 3rd Vice President Richard Schneider
 Secretary Stuart Phelps
 Treasurer Robert Prialux

NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York; Ernest Ricco, New York; Richard Schneider, New York; George Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland; Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Prialux; Stuart Phelps, Hollywood; Robert Ritter, Detroit; Carl G. Degan, 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; Robert Prialux, President.
 Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOLlywood 2-3324. Elizabeth Gould, Executive Secretary; Stuart Phelps, President.
 Chicago Local—100 W. Monroe St., Chicago, Ill. Joseph Byrne, President.
 Detroit Local—1257 Penabscot Bldg., Detroit 26, Mich., WOODward 5-0061. Boaz Siegel, Executive Secretary; Robert Ritter, President.
 Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Carl Degan, President.
 Cleveland Local—17502 Holly Hill Dr. Cleveland 5, Ohio, Longacre 1-8594. 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 Robert Jay Burton
 1st Vice-President Eliot M. Sanger
 2nd Vice-President Merle S. Jones
 Secretary Claude Barrere
 Treasurer Joseph A. McDonald
 Executive Secretary Elizabeth Clarkson

BOARD OF GOVERNORS

G. W. Johnstone, Robert W. Sarnoff, Robert A. Schmid, Maggi Eaton, Don McClure, Frank E. Pellegrini; Sam J. Slato; Florence Small, Joseph Stamler

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 CORRESPONDENTS

ASSN.

Radio-Television Galleries, The Capitol
Washington, D. C.
NAIonal 8-3120

EXECUTIVE COMMITTEE

- Chairman William Costello, CBS
- Vice-Chairman Joseph F. McCaffrey
- Secretary Gunnar Back, ABC
- Treasurer Robert Hurleigh, MBS
- Members-at-Large Julian Goodman, NBC;
- Ann M. Corrick, Crosley; William T. Corrigan, CBS
- Member Ex Officio Richard Harkness

RADIO-ELECTRONICS-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., Electronics Div. J. C. R. Punched
- 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 Harold Baker
WSM, Nashville, Tenn.
- Vice-President, Program Ted Koop
CBS, Washington, D. C.
- Vice-President, Radio Charles Day
WGAR, Cleveland, Ohio
- Vice-President, Television Jack Knell
WBT, Charlotte, N. C.

DIRECTORS

Nick Bosso, WSAZ, Huntington, W. Va.; Bill Small, WLS, Chicago, Ill.; John Maters, WILS, Lansing, Mich.; Lee White, KROS, Clinton, Iowa; Ron Laidlow, CFPL, London, Ont.

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 Laidlaw.

KVOD, Denver, Colo. Reg. Vice-President, Robert A. Mott.

FUNCTIONS AND ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

SCREEN ACTORS GUILD

7046 Hollywood Blvd., Hollywood 28, Calif.
HOLlywood 9-7311

- President Walter Pidgeon
- 1st Vice-President Leon Ames
- 2nd Vice-President Dana Andrews
- 3rd Vice-President William Lundigan
- Recording Secretary Paul Harvey
- Treasurer George Chandler

BRANCH OFFICES

551 5th Ave., New York 17, N. Y.
MURray Hill 7-4623, Harold Hoffman, East. Rep.
102 E. Hubbard St., Chicago 11, Ill.
WHitehall 3-1344, Raymond Jones, Exec. Secy.
1257 Penobscot Bldg., Detroit 26, Mich.
WO 1-8214

- Executive Secretary Boaz Siegel
760 Market St., 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 1-2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
- Richmond 2-0208, Robt. Segal, Boston Exec. Secy.
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

9538 Brighton Way, Beverly Hills, Calif.
CREstview 6-3123

- President M. Klos Rozsa
- 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 over 8500 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. Services
- Convention Vice-President Bryon Roudabush
- Sections Vice-President E. M. Stifels
- Secretary Wilton R. Holm
- Treasurer George W. Calburn
- Chrm., Central Section Kenneth M. Mason
- Chairman, Atlantic Sec. George H. Gordon
- Chairman, Pacific Section Edwin W. Templin
- Executive Secretary Boyce Nemes

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
Circle 7-1059

OFFICERS

- President Abel Baer
- Vice-President Louis Alter
- 2nd Vice-President Walter Bishop
- Secretary Joseph Meyer
- Treasurer Leonard Whitcup
- Counsel John Schulman
- Executive Director Miriam Stern
- Chmn., West Coast Comm. Ben Oakland

MEMBERS OF THE COUNCIL

Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Ina Gershwim, 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, Walter Bishop, Milton Drake, Alex Kramer.

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., Los Angeles 28, Calif. President Frank W. Crane, SCBA Chairman of the Board Norman J. Ostby, KHJ, Los Angeles Vice Chairman Loyd Sigmon, KMPC, Los Angeles Secretary Howard Gray, KGIL, San Francisco, Calif. Treasurer Thelma Kirchner, KGFJ, Hollywood

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 Len Dillon 1st Vice-President Mel Allon 2nd Vice-President Chris Schenkel Secretary Frank Litsky Treasurer Guy Le Bow

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 Russell Woodward Secretary Joseph Timlin Treasurer John E. Pearson

DIRECTORS

Joseph J. Weed, John P. Blair, Edward Codel, Arthur Sherin. Managing Director T. F. Flonagan

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 Chairman of Board W. D. Rogers, Jr. President Oliver Treyz Vice-President Norman E. Cash Secretary Roger Clipp Treasurer Lawrence H. Rogers National Sales Director Halsey Barrett Director Sales Development G. C. Huntington Director Operations Gene Accas Dir. Sls. Promotion Gordon Hellmon Dir. Research Dr. Leon Arons Dir. Retail Sales Howard Abrams

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 Ernest Ricca National Exec. Director Newman H. Burnett

TRANS-COMMUNITY TV NETWORK, INC.

141 El Camino, Beverly Hills, Calif. Chairman of Board Jack Gross President Jerome L. Duff

FUNCTIONS

To bring, in cooperation with networks, the finest shows to cities of 5,000 to 10,000 population.

UNITED NATIONS-RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y. Plaza 4-1234

OFFICERS

Under Secy., Pub. Info. A. S. Bokhari Dir, Radio Div. Peter Ayles Dep. Dir. W. Gibson Parker Chief, Central Services E. Soler-Alonso Chief, Eng. Lang. Serv. Michael Hayward

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, Shanghai, 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 BCSTG. SERVICE-VOICE OF AMERICA

1778 Penn. Ave. N.W., Wash. 25, D. C. Phone: Republic 7-8340 Bcstg. Service Health, Education, Welfare Bldg., 330 Independence Ave., S.W., Washington 25, D. C. Ext. 8108, 8109

OFFICERS

Director Theodore C. Streibert Chief Bcstg. Service J. Poppele

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.

22 W. 48th St., New York 36, N. Y. PLaza 7-3317 President Erik Barnouw Vice-President Stanley Niss 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.

WRITERS GUILD OF AMERICA, WEST, INC.

8782 Sunset Blvd., Los Angeles 46, Calif. Crestview 5-1162

OFFICERS

President Edmund Hartmann Vice-President Gomer Cool Secretary-Treas. Curtis Kenyon Exec. Dir. Frances Inglis President, Rodia David Friedkin Vice-President, Rodia Les Farber Secy.-Treas. Radio Kathleen Hite President, TV David Dortort Vice-President, TV Richard Collins Secy.-Treas. Al Martin

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

F M STATIONS IN OPERATION

As of Jan. 1, 1956



Call Letters City Licensee

ALABAMA

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; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
WKRQ-FB, Mobile; Giddens & Rester Radio
WHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.
KTKK-FM, Tucson; Thomas J. Wallace

ARKANSAS

KLCN-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.
KCMC, Texarkana, KCMC, 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. Brazz

Call Letters City Licensee

KNX-FM, Hollywood; C.B.S., Inc.
KFOK-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.
KFWB-FM, Los Angeles; KRWB, Inc.
KHJ-FM, Los Angeles; General Teleradio, Inc.
KABC-FM, Los Angeles, A.B.C., Inc.
KUSC-FM, Los Angeles, USC
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.
KURE, Redding, Golden Valley Bcst. Co.
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA, Sacramento
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KALW, San Francisco
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

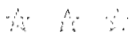
KLZ-FM, Denver; Alladin Bcstg. Corp.
KOA-FM, Denver; Metropolitan TV Co.
KFML, Golden; Evert A. Bancker, Jr.
KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.
WDRC-FM, Hartford; The Connecticut Bcstg. Co.
WFMQ, Hartford
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
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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 Past 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.
 WWPB-FM, Palm Beach; Palm Beach Bcstg. Corp.
 WDLF-FM, Panama City; Panama City Bcstg. Co., Inc.
 WTSP-FM, St. Petersburg; Pinnellos 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.
 WAKE, Atlanta
 WGKA, Atlanta
 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.
 WEAS, Decatur, E. D. Rivers
 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.

Call Letters	City	Licensee
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WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
 WLET-FM, Toccoa; R. G. LeTourneau
 WRLD, West Point, Valley Bcstg. Co.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

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.
 WEHS, Chicago
 WENR-FM, Chicago; American Bcstg. Co., Inc.
 WFJL, Chicago; Lewis College of Science & Tech.
 WFME, Chicago; Functional Music, Inc.
 WFMT-FM, Chicago; Fate Bcstg. Co., Inc.
 WSEL, Chicago; Chicago Skyway Bcstg. Co.
 WMAQ-FM, Chicago; National Bcstg. Co., Inc.
 WNIB, Chicago
 WSOY-FM, Decatur; Illinois Broadcasting Co.
 WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
 WSEI, Effingham; Illinois Bcstg. Co.
 WEAU-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.
 WVLN-FM, Olney; Olney Bcstg. Co., Inc.
 WPRS-FM, Paris; Paris Bcstg. Corp.
 WMBD-FM, Peoria; WMBD, Inc.
 WGEN-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.
 WILL, Urbana
 WIUC-FM, Urbana, Ill. U.

INDIANA

WFIU, Bloomington, Trustees of Ind. University
 WCNB-FM, Connorsville; 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.

Call Letters	City	Licensee
WFAM,	near Lafayette;	WFAM, Inc.
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 Castle;	The Courier-Times, Inc.
WBOV-FM,	Terre Haute;	Banks of the Wabash, Inc.
WTHI-FM,	Terre Haute;	Wabash Valley Bcstg. Corp.
WRSW-FM,	Warsaw;	Reub Williams & Sons, Inc.
WFML,	Washington;	Washington Radio, Inc.

IOWA

WOI-FM,	Ames,	Iowa St. Coll.
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;	Bowling Green Bcstg. Co.
WFUL-FM,	Fulton;	Ken-Tenn Bcstg. Corp.
WHOP,	Hopkinsville	
WSON-FM,	Henderson;	Henderson Bcstg. Co., Inc.
WBKY-FM,	Lexington,	Ky. U.
WLAP-FM,	Lexington;	American Bcstg. Co.
WFMW-FM,	Madisonville;	Messenger Bcstg. Co., Inc.
WKTU,	Mayfield	
WNGO,	Mayfield	
WOMI-FM,	Owensboro;	Owensboro Bcstg. Company
WYJS-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.
KVOL-FM,	Lafayette;	Evangeline Bcstg. Co., Inc.
KMLB-FM,	Monroe;	Liner's Bcstg. Station, Inc.
WDSU-FM,	New Orleans;	WDSU Bcstg. Corp.
WRCM,	New Orleans;	Supreme Bcstg. Co., Inc.

Call Letters	City	Licensee
WWMT,	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.
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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.
WJEF-FM,	Hagerstown;	Hagerstown Bcstg. Co.
WBUZ,	Oakland;	Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM,	Boston;	Post Publishing Co.
WEEL-FM,	Boston;	Columbia Bcstg. System, Inc.
WHDH-FM,	Boston;	WHDH, Inc.
WNAAC-FM,	Boston;	General Teleradio, Inc.
WBET-FM,	Brackton;	Enterprise Publishing Co.
WXHR,	Cambridge;	Middlesex Bcstg. Corp.
WHAI-FM,	Greenfield;	John W. Haigis
WLLH-FM,	Lowell;	Merrimac Bcstg. Co., Inc.
WLYN-FM,	Lynn;	Puritan Broadcast Service
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

WUOM-FM,	Ann Arbor,	Michigan U.
WBCM-FM,	Bay City;	Bay Broadcasting Co., Inc.
WHFB-FM,	Benton Harbor;	Palladium Publishing Co.
WTVB-FM,	Coldwater;	Twin Valley Bcstrs., Inc.
WKMH-FM,	Dearborn;	WKMH, Inc.
CKLW,	Detroit	
WBRI,	Detroit;	Booth Radio & TV Stations, Inc.
WDET-FM,	Detroit;	Wayne University
WDTR-FM,	Detroit,	Sch. of Ed.
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.
WKAR,	E. Lansing,	Mich. St. U.
WFUM,	Flint;	Regents of University of Michigan
WFBE,	Flint;	Flint Bd. of Ed.
WFWN,	Flint	
WJEF-FM,	Grand Rapids;	Fetzer Bcstg. Co.
WLAV-FM,	Grand Rapids;	Verluis Radio & TV, Inc.



Call Letters	City	Licensee
#BSE	Hillsdale	Baw Besse Bcstrs.
WKBZ-FM	Muskogon	Ashbacher 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. TV Pub. Serv. Corp.
 WCAL, Northfield, St. Olaf Coll.
 KFAM-FM, St. Cloud; The Times Publishing Co.
 WMIN-FM, St. Paul; Franklin Bldg. Co.
 KWNO-FM, Winona; Winona Radio Service

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
 WRFM-FM, 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.
 KMFM, Mountain Park
 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.
 WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.
 WFPG, Atlantic City, Neptune Bcstg.
 WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
 WAAT-FM, Newark; Bremer Bcstg. Corp.
 WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
 WSOU, So. Orange, Seton Hall U.
 WTOA, Trenton; Mercer Broadcasting Co.
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

Call Letters	City	Licensee
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NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., 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; 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.
 WSHS-FM, Floral Pk., Sewauka H. S.
 WHLI-FM, Hempstead; FM Broadcasting Corp.
 WWHG-FM, Hornell; The W. H. Greenhaw Co.
 WHCU-FM, Ithaca; Cornell University
 WRRR, Ithaca; Northeast Radio Corp.
 WJTN-FM, Jamestown; James Bcstg. Co., Inc.
 WMSA-FM, Massena; The Brockway Company
 WNRC-FM, New Rochelle; Radio New Rochelle Inc.
 WABC-FM, New York; American Bcstg. Co., Inc.
 WABF, New York; Metropolitan Bcstg. & TV, Inc.
 WBAI-FM, New York, Broadcast Assoc., Inc.
 WBFM, New York
 WCBF-FM, New York; Columbia Bcstg. System, Inc.
 WEVD-FM, New York; Debs Memorial Fund, Inc.
 WFUV-FM, N. Y., Fordham U.
 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
 WQR-FM, New York; General Teleradio, Inc.
 WQXR-FM, New York; Interstate Bcstg. Co., Inc.
 WWRL-FM, New York; Long Island Bcstg. Corp.
 WBLD-FM, Niagara Falls; Earl C. Hull
 WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
 WHDL-FM, Olean; WHDL, Inc.
 WALK-FM, Patchogue; Suffolk Bcstg. Corp.
 WKIP, Poughkeepsie
 WHFM, Rochester; Stromberg-Carlson Company
 WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
 WGFN, 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
 WWRL, Weatherfield; 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.
 WPNS-FM, Burlington; Burlington-Graham Bcstg. Co.



Call Letters City Licensee

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 Radio Co., Inc.
 WGNC-FM, Gastonia; Catherine T. McSwain
 WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
 WHNC-FM, Henderson; Henderson Radio Corp.
 WNOS, 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; Mayo Bcstg. Co.
 WKIX, Raleigh
 WNAO-FM, Raleigh; WPTF Radio Company
 WPTF, Raleigh
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
 WREV-FM, Raleigh; Capitol Bcstg. Co., Inc.
 WREY-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.
 WOH5-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.
 WSAI-FM, Cincinnati
 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.
 KYW-FM, Cleveland; Westinghouse Bcstg. Co., Inc.
 WSRS-FM, Cleveland Hts.; WSRS, Inc.
 WCOL-FM, Columbus; Air Trails, Inc.
 WOSV, Columbus
 WYKO-FM, Columbus; Sky Way Bcstg. Corp.
 WHIO-FM, Dayton; Miami Valley Bcstg. Corp.
 WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.
 WFIN-FM, Findlay; The Findlay Publishing Co.
 WFOB-FM, Fostoria; Seneca Radio Corp.

Call Letters City Licensee

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.
 WNAO, Norman
 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.
 KPFM, Portland; Oregon Bcstrs., Ltd.
 KPOJ-FM, Portland; KPOJ, Inc.

PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.
 WSAH-FM, Allentown; Lehigh Valley Bcstg. Co.
 WYAM-FM, Altoona; The General Bcstg. Corp.
 WGPA-FM, Bethlehem; Bethlehem's Globe Publ. Co.
 WBUT-FM, Butler; J. Patrick Beacom
 WCHA-FM, Chambersburg; Chambersburg Bcstg. Co.
 WFRM-FM, Coudersport, F & H Bcstg. Co.
 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.
 WFLN, 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



Call Letters City Licensee

WKJF, Pittsburgh; Mrs. A. J. R. Greer
 WWSW-FM, Pittsburgh; WWSW, Inc.
 WPPA-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; Locoming Bcstg. Co.
 WRAK-FM, Williamsport; WRAK, Inc.
 WNOW-FM, York; The Helm Coal Co. (Bcstg. Div.)
 WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPFM, Providence; Nobscot Bcstg. Corp.
 WPJB-FM, Providence; Providence Journal Co.
 WRRO-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.
 WAKE-FM, Greenville; Piedmont Bcstg. Co.
 WESC-FM, Greenville; Greenville Broadcasting Co.
 WFBC-FM, Greenville; WMRC Inc.
 WCRS-FM, Greenwood; Grenco, Inc.
 WORG, Orangeburg; WTND, Inc.
 WRHI-FM, Rock Hill; York County Bcstg. Co.
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
 WDXY, Spartanburg; Ward, 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, Grossville; 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, Knoxville
 WLIL, Lenoir City; WLIL, Inc.
 WMCF, Memphis; Memphis Publishing Company
 WHCY, Nashville; Nashville Bcstg. Co.

TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.
 KRIC-FM, Beaumont; The Enterprise Co.
 KCLE-FM, Cleburne; Marti, Inc.
 KCTT-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; Harwell V. Shepard
 WBAP-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.
 WTPR, Paris
 KISS, San Antonio; The Walmac Co.
 KITE-FM, San Antonio; Radio KITE, Inc.
 KONO-FM, San Antonio; Mission Bcstg. Co.
 KTTA-FM, San Antonio; Sunshine Bcstg. Co.
 KCMC-FM, Texarkana; KCMC, Inc.

Call Letters City Licensee

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.
 WBTM-FM, Danville; Piedmont Bcstg. Corp.
 WEVA-FM, Emporia; Stone Bcstg. Corp.
 WSYA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.
 WLYA-FM, Lynchburg; Lynchburg Bcstg. Corp.
 WWOD-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
 WNYA, Norton
 WCOD, Richmond; Havens & Martin, Inc.
 WLEE-FM, Richmond; Lee Bcstg. Corp.
 WRNL-FM, Richmond; Richmond Newspapers, Inc.
 WRVD, Richmond; Lorus & Brother Co., Inc.
 WDBJ-FM, Roanoke; Times-World Corporation
 WROV-FM, Roanoke; Radio Roanoke, Inc.
 WSLF-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 W. Sinsler
 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. Greover
 WPEM-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.
 WWA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company
 WCFE, Greenfield; Wm. C. Forreast
 WCLO-FM, Jonesville; 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.

Radio-Television Daily's Almanac of Holidays and Special Events 1956



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. Candlemas. 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).
- 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.
- 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).
Good Friday.
- 31: Transfer Day. In the Virgin Islands.

April

- 1: Nebraska admitted (1867).
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 1: Easter Sunday.
- 2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.
Washington Irving born (1783).

- 4: Adoption of the present American flag's design (1818).
- 5: Elihu Yale Born (1648).
- 7: Peary discovered North Pole (1909).
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).
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: WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation granted Charter (1913).
Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. 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).
President Eisenhower is first chief executive ever to address NARTB convention in person. (1955).
- 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).
- 13: Proponents and opponents of pay-as-you-see TV present views to FCC. (1955).
- 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: Bolivarian Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of 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).

July

- 1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).
- 3: Idaho admitted (1890).
John Singleton Copley born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut born (1801).
- 6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller born (1839).
Liberty Bell cracked tolling death of John Marshall (1835).
- 9: Elias Howe born (1819).
- 10: Wyoming admitted (1890).
James McNeill Whistler born (1834).
- 11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry opened first negotiations for trade with Japan (1853).

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).
Thomas F. O'Neil, v.p. of General Tire and Rubber Co., and pres. of General Teleradio, Inc., (parent company of MBS), buys RKO Radio Pictures, Inc. from Howard Hughes for \$25,000,000. (1955).
- 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.

August

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.

September

- 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 Laurentine 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).
- 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: Halloween.
Admission Day, Nevada (1864).

November

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



- 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).
- 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.

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.

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in New York, Los Angeles and Chicago



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Television

« 1956 »

TELEVISION forges ahead in this year of 1956 and **Television Year Book** keeps stride with another comprehensive volume of facts, figures and forecasts on the progress of this most important new industry.

THE progress report on television since the post-war years is one of dramatic achievements. The number of stations have grown tremendously and the quality of programs and transmissions have exceeded all expectations.

THIS year's volume is replete with information on the advancements of the sight and sound medium. The impact of color, progress of closed circuit TV, and prospects of some form of pay-as-you-see TV are only a few of the subjects covered. In addition there is data on networks, advertising, agencies, VHF and UHF channels and many mighty informative articles.

WE are proud of this volume for it mirrors the work of individuals and organizations in the advancement of this electronic miracle. To all our contributors we are deeply grateful.

JACK ALICOATE
Editor-in-Chief

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Use of TV by President Heralds New Era



"I'm going directly to the American people and tell them the full facts." With these words President Dwight D. Eisenhower announced his plan to use commercial television to inform the whole nation of the reasons for his decision to run for renomination. And with these words commercial television was accorded its rightful place as the only true medium for vital news in the twentieth century.

The right—and the duty—of every American citizen to hear immediately his elected officials speak their minds on important issues was performed more than ever before in the President's dramatic telecast of February 29, 1956. Sixty-five million people—more than voted in the last election—saw and heard the President on both radio and television. By watching his face for twenty minutes they were able to form their own decision on the essential problem—the President's health.



The impact of the President's preference for television as the medium to reach all the people at once will be felt strongly on the coming presidential election—and most likely on all future elections. He has announced that observation car barnstorming—at least for him—is as outmoded as the era of the big city "bosses." Television and radio will be the primary weapons of the campaign. The hitherto traditional and old-fashioned methods will be used only to supplement his appearances on television.

The President has long been an advocate of television. He was the first President to address the annual convention of the National Association of Radio and Television Broadcasters, and at that time expressed his high regard for the medium.

Shown here is a view of President Eisenhower at his news conference as he made public his "affirmative" decision to seek re-election.

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Pay TV Starts Greatest Controversy of '55



By
EDWARD J. LOWE
Equipment Editor
Radio-Television Daily

A CLOUD no bigger than the palm of a man's hand appeared on the horizon of American television in 1955, a cloud that can conceivably transform our time-honored concept of broadcasting, and will certainly cause the most violent controversy in the industry's third of a century. That cloud is subscription television, or toll TV, the future of which the Federal Communications Commission has been considering since September 9. The advocates of this new system claim that it will make possible hitherto unreachable fields of culture and entertainment, side by side with the sponsored programs of today. Those opposed say that toll TV will destroy free television, and drive the medium out of range of those that rely on it most.



Three major forms have been advanced, but the underlying principle of all is to make a program available only to those willing and able to pay for it. The broadcaster would transmit his program in a coded, or scrambled, form. The ability to unscramble the signal would be available, for a fee, to those with the required electronic attachment on their set.

Phonevision, the product of the Zenith Radio Corporation, generally held to be the pioneer in the field, would attach to the set a device with five dials, each with seven numbers. Turning the dials to a previously assigned code number for a particular program would unscramble the signal. The viewer would get the numbers by punching out an insert on a card beside the listing for a specific show. The card would be a record of programs seen, which he would return to the company, and would then be billed.



The method of Skiatron, Inc., provides for the insertion of an IBM card with a printed electronic circuit. Pressing a button would simultaneously unscramble the picture and punch the card, making it also a record of shows seen.

The third system, Telemeter, proposed by a

subsidiary of Paramount Pictures, differs from the others in two important respects. First, two signals would be transmitted on one channel. An advertisement for the show would be received on existing sets, the show itself for those who wished to pay for it. Secondly, coins inserted before the show into an attached device would directly activate the unscrambler.



September 9 was the closing date for the submission of rebuttals to arguments already submitted to the FCC. The crux of the legal aspect of their problem is contained in Section 3 of the Federal Communications Act of 1934, which defines broadcasting as "the dissemination of radio communications intended to be received by the public." If the Commission finds that the recipients of toll TV are not "the public," but the paying public, then it is debatable if the Commission has the power to decide the issue. In that case the problem would be referred to Congress, and perhaps eventually to the Supreme Court. In addition, the Commission must decide which system is most desirable. In view of all these problems, and the fact that 1956 is an election year, no speedy action is expected. It may in fact take several years.

The controversy made many strange bedfellows. The motion picture exhibitors, organized as the Joint Committee on Toll TV, aligned themselves with their rivals for public favor, the broadcasting networks and the National Association of Radio and Television Broadcasters, who were in turn aligned with the American Federation of Radio and Television Artists. All came out unequivocally against toll TV, the NARTB stating that it is "completely repugnant to the historical concept of public ownership of the air waves." Those in favor are composed mainly of motion picture producers and sporting interests, in addition to the developers of the system.



The most effective action taken by either side during 1955 was in answer to the contention that toll TV will provide to the public many programs that sponsors are unable to afford, among which were cited recent Hollywood features. General Teleradio's purchase of \$25,000,000 worth of feature pictures, which the public will see without charge, effectively answered this argument, and showed the vitality of the sponsored medium.

Of one thing we can be sure—the controversy is not over, probably has not really started. Through its purchase of Hollywood features the young, free, medium has struck a strong blow for itself. We can be sure that 1956 will see much more of the same.

You have to see it to believe it!

FLASH-MATIC TUNING by **ZENITH**

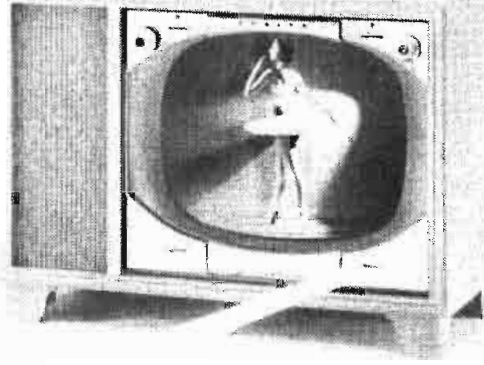
*Shoot off annoying commercials
with a flash of magic light...
picture remains on screen while
commercial is silent so you can
tell when to turn on sound again.*

*The flash of light also turns
set on, off, changes channels—
you remain in your easy chair.*

Just imagine! You can tune your Flash-Matic television set from across the room with a "magic" flash of light (no wires, no cords). Flash-Matic Tuning is a built-in part of several new 1956 Zenith television sets. See it at your Zenith dealer's. Only Zenith has it!

The Touraine. 24-inch screen, Flash-Matic Tuning, new Royal "X" Chassis, Cinébeam[®], Ciné-Lens, high fidelity sound system, removable protective glass. Also push-button tuning. In grained blond oak color (X2674EQ), \$525.* In mahogany color (X2674RQ), \$499.95*.

Zenith Quality .. the best of everything
in everything Zenith makes
Backed by 36 years of experience
in radionics exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

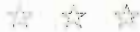


COPR. 1956

*Manufacturer's suggested retail price. Prices and specifications subject to change without notice.

1955 NETWORK NEWS SELECTIONS

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



— ABC —

- 1—President Eisenhower has a heart attack.
- 2—Salk Vaccine pronounced effective.
- 3—Big Four chiefs meet at Geneva for the first time in ten years.
- 4—Malenkov ousted as Russian Premier by Kruschchev; Bulganin succeeds.
- 5—Northeastern states hit twice by floods.
- 6—Reds free eleven Americans as Formosa crisis eases.
- 7—Princess Margaret declines marriage to Peter Townsend.
- 8—Churchill resigns as Prime Minister.
- 9—Juan Peron ousted as dictator of Argentina.
- 10—Ann Woodward kills her husband, owner of race horse Nashua.

— CBS RADIO —

- 1—President Eisenhower suffers heart attack.
- 2—Geneva Summit meeting.
- 3—Success of the Salk anti-polio vaccine.
- 4—The eastern floods.
- 5—Russia sells arms to Egypt.
- 6—Peron deposed in Argentina.
- 7—Princess Margaret rejects Peter Townsend.
- 8—Banner year for U. S. business.
- 9—AFL-CIO merger.
- 10—The Dodgers, at long last!

— CBS TV —

- 1—Eisenhower illness.
- 2—Salk vaccine.
- 3—Northeast-Northwest floods.
- 4—Meeting at the Summit.
- 5—Move towards implementation of de-segregation in south.
- 6—Margaret Rose-Peter Townsend story.

- 7—Ouster of Peron.
- 8—Earth Satellite launching plans announced.
- 9—Woodward shooting.
- 10—Brooklyn Dodgers finally win world series.

— NBC —

- 1—President Eisenhower's heart attack.
- 2—Geneva meeting of the Big Four.
- 3—The Salk polio immunization vaccine and test.
- 4—The Malenkov resignation and Kremlin shake-up.
- 5—The romance of Princess Margaret and Captain Townsend.
- 6—The hurricanes and floods in New England.
- 7—The Supreme Court's order ending segregation in the nation's schools.
- 8—Merger of the AFL and CIO.
- 9—Crash of a United Airlines plane near Denver in which 44 died.
- 10—Overthrow of Argentine dictator Juan Peron.

— MBS —

- 1—The illness of President Eisenhower.
- 2—The Big Four Conference and subsequent breakdown of Russian and American relations.
- 3—The Eastern hurricanes and floods.
- 4—The conflict and rise of nationalism in the Middle East and Africa.
- 5—The fall of Dictator Juan Peron.
- 6—The distribution of polio vaccine.
- 7—The AFL-CIO merger and the guaranteed annual wage.
- 8—The Woodward tragedy.
- 9—The plans for an Earth satellite.
- 10—The broken romance of Princess Margaret.



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CFI



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GRADE A COVERAGE

(Prepared by CBS-TV Engineering)



VHF CHANNELS 2-6—GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	7	12	18	21
500 FT.	9	16	23	27
700 FT.	11	19	27	31
1000 FT.	13	23	32	37
2000 FT.	19	34	46	50
5000 FT.	32	55	70	77

VHF CHANNELS 7-13—GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	7	12.5	18.5	21	25	28
500 FT.	9	16.5	24	28	32	35
700 FT.	11	20	29	34	37	40
1000 FT.	13.5	25	36	40	43	46
2000 FT.	21	40	50	54	59	61
5000 FT.	32	62	76	82	88	91

UHF CHANNELS 14-83—GRADE A SERVICE CONTOURS (74db 5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW
300 FT.	5	9	13	15	18	20	26
500 FT.	6.5	11.5	17	20	23	25	32
700 FT.	8	13.5	20	23	27	30	37
1000 FT.	9	16.5	24	28	32	35	43
2000 FT.	13	24	35	41	46	49	57
5000 FT.	21	41	57	64	70	75	85

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wherever films are used

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THE EASTMAN 16mm PROJECTOR, MODEL 250

**THE EASTMAN 16mm CONTINUOUS PROJECTOR,
MODEL 300**

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 Sole and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J., Chicago, Ill.; Hollywood, Calif.

GRADE B COVERAGE

(Prepared by CBS-TV Engineering)



VHF CHANNELS 2-6—GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.22	.35	.46	.50
500 FT.28	.43	.52	.57
700 FT.33	.47	.58	.63
1000 FT.39	.54	.65	.70
2000 FT.52	.69	.81	.86
5000 FT.79	1.00	1.13	1.18

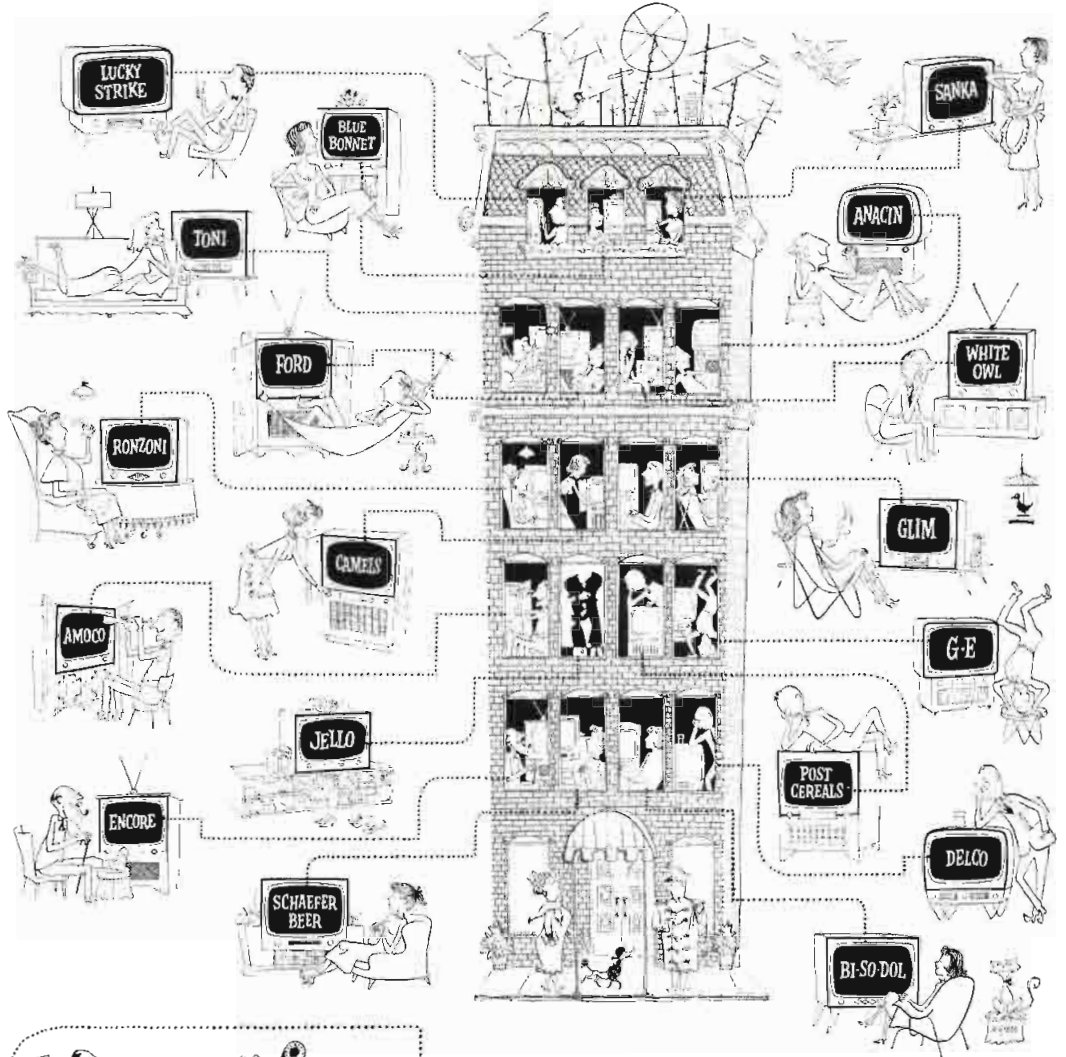
VHF CHANNELS 7-13—GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	17	.28	.37	.40	.43	.45
500 FT.	22	.35	.43	.46	.49	.52
700 FT.	27	.40	.48	.50	.54	.57
1000 FT.	33	.46	.54	.57	.61	.63
2000 FT.	47	.61	.70	.74	.77	.80
5000 FT.	73	.91	1.02	1.06	1.07	1.13

UHF CHANNELS 14-83—GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power							
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW	
300 FT.	9	.15	.22	.26	.29	.31	.40	
500 FT.	11.5	.20	.28	.32	.37	.40	.47	
700 FT.	13.5	.23	.33	.37	.41	.45	.52	
1000 FT.	16.5	.28	.39	.43	.47	.50	.59	
2000 FT.	24	.41	.52	.57	.62	.65	.74	
5000 FT.	41	.64	.79	.85	.90	.95	1.05	

Everyone's Eye is on TV Commercials filmed by BLAKE!



George Blake Enterprises Inc.

*Producing films for Television and Industry
in our own air-conditioned studio
at 1600 Broadway in the heart of New York City.*

TELEVISION OWNERSHIP

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 1956 revealed these percentage increases:



Per Cent of Families in Each Group With Television Sets				
	April '55	July '55	Oct. '55	Jan. '56
UNITED STATES TOTAL	67%	68%	85%	86%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest.....	46	52	54	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2,500	53	56	57	63
2,500 to 50,000.....	50	53	56	62
50,000 to 500,000.....	74	75	77	80
500,000 and Over.....	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	48	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members.....	57%	59%	62%	66%
3 Members	73	73	74	77
4 & 5 Members.....	77	78	80	84
6 Members & Over.....	62	65	68	74
Age of Housewife:				
Under 35 Years.....	73%	75%	77%	81%
35 thru 44 Years.....	74	74	75	79
45 Years & Over.....	59	61	63	67
Presence of Children:				
5 Years & Under.....	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

HOW THEY WATCH AND LISTEN



Here in table form is how people in Videotown (actually New Brunswick, New Jersey) have watched television and listened to radio. This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in TV sales and set usage and the impact of television on family life in Videotown. Statistics pertain to television homes.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Wives										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
All People—Average										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

REPORT ALSO REVEALED:

- Reading and movie attendance are up.
- People backward about color at present prices.
- Radio listening remains high.

Represented Nationally
by Peters, Griffin,
Woodward, Inc.



BASIC AFFILIATE

WTVJ Miami . . .
NOW 7 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words" . . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

WTVJ Channel 4

MIAMI

Reports Over 22,000 Women In Radio-TV



By
JEAN GIBSON
Editorial Researcher,
Radio Annual,
Television Yearbook

WOMEN are as essential to the broadcasting industry today as the television camera or the studio clock.

The feminine set may have first entered broadcasting as secretaries at radio stations. Then they progressed to become traffic managers and continuity writers. Later, women became commentators on their own programs. Gradually, women in radio were joined by colleagues in television. Women in TV worked up, as in radio, often remaining behind the scenes to help produce or direct. Many women have made the grade in the management end of radio and television.



According to a July, 1955, Survey of Current Business, published by the Office of Business Economics, U. S. Dept. of Commerce, there were 76,000 people employed in radio and television in 1954. An FCC financial statement reports that in this same year, of this total, 29,412 people were employed in television. In other words, although television was barely seven years old, (say it actually got underway in 1947), a little over a third of the employees in the broadcasting industry were in this new media of communication.



Figures aren't available for the number of women employed in radio and television in 1954. But in 1950, the Census revealed that a total of 15,690 women were working in the broadcasting field. Of these 7,980 were clerical; 4,590 were professional, and 1,770 held jobs as salaried managers or officers. Since in 1950, there were 104 television stations and 2,144 radio stations on the air, each station averaged about 7 women employees. Assuming the fairer sex was sprinkled evenly among individual TV and radio stations, women in radio outnumbered their TV sisters by about 21 to 1. In round numbers, there may have been about 15,000 women in radio, and 725 or so in TV.

The story is different today. Television has grown steadily, leap-frogging into big business. The 104 stations in 1950 have jumped to approximately 450 on the air with many others pending FCC approval. If the figure of 7 women per TV station is used here, which is undoubtedly conservative, we find that there are now 3,150 women employed in TV. Women in radio currently lead by only 6 to 1.



This is not to say that opportunities in radio have lessened, however. Even though television has become a competitor to radio for the listening ear, radio is still enjoying growth. Many more stations are going on the air, and other stations are expanding. Radio Advertising Bureau has estimated that the total number of radio sets in the U. S. was 121 million as of July, 1955. Eighty million of these sets are in homes where women can and do listen to some 2,800 radio stations, where about 19,600 women have a part in the operations.

Taking radio and TV together, there are currently about 22,750 women employed in the broadcasting industry. They serve their industry as traffic managers, researchers, continuity writers, commentators, record librarians, secretaries, receptionists and managers, to name a few.



It was mentioned before that television was becoming big business. This holds true for the whole broadcasting industry. In 1954, the U. S. Department of Commerce reported that national income originating in TV and radio amounted to \$551,000,000. In contrast to this, automobiles and equipment, a subdivision of manufacturing, showed a total of \$6,472,000,000 that year. Utilities, both electric and gas, contributed \$5,709,000,000. (National Income Number of the Survey of Current Business, July, 1955.) But women in the broadcasting industry, as well as the men, can take satisfaction in having helped to keep our country prosperous. The huge income of other businesses would not be so impressive without the selling job that broadcasting does.

With the addition of television to broadcasting, and the expansion of radio, more jobs have opened for women, either "behind the mike" or "before the camera." Every indication points toward more women in broadcasting. Wherever women are, it is certain that the broadcasting industry is better for having the help of a feminine hand.

BMI *For Service in TV*

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music rights for future residual usage and help in solving all other problems concerning the use of music in TV

Let BMI give you the
TV Music Story today

Call or Write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

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Television Networks

**EXECUTIVE
PERSONNEL**

ARTICLES

MAPS

1956 TV's Greatest Political Role



By JOHN DALY

ABC Vice President
in Charge of News,
Special Events, Sports
& Public Affairs

THROUGHOUT the length and breadth of our land, on the farm and in the city, the attention of the country this Summer and Fall will focus on two separate weeks and one day that will make history.

Like Topsy, Television has "grewed and grewed," and our citizenry almost as a whole will witness the exciting, significant and dramatic political conventions and elections of 1956.

As a prelude to these events will come the various tests of strength by opposing candidates in state primary balloting. In August, with battle lines drawn, will follow the conventions of Democratic and Republican parties to select their standard bearers.



Thereafter in rapid succession will take place the campaigns by the nominees and the climactic Election Day on November 6.

Television, serving with older and more familiar media, will find itself cast in its greatest role to date. It can and will bring the public the facts, issues and candidates of the conventions and campaigns with the new dimension and greater impact inherent in its visual factor.

Radio with its swiftness and mobility will spread the news to every corner of the country. But television—personal and penetrating—will make it possible for everyone to be on the scene, to interpret and decide on the basis of first hand information. Honored and acknowledged for its influence and impact in 1952, television will be unrivaled in 1956.



The audience this year will probably include four out of every five TV-equipped homes, or a total of more than 28 million living rooms, almost double that of the 1952

TV audience. Wherever TV goes, it will profoundly influence those who watch. It will have vast influence on their votes and the outcome of the election.

There is little doubt that radio, newspapers, magazines and other means of reaching the people have been able to exert an influence over segments of the population. But never has one media, in the control of comparatively few, been able to affect so many throughout the breadth of the land in such proportions.

This challenge, I am sure, will be met with the highest of standards by television's trained personnel. In planning and execution, the men and women, who have added to the talents with which they served so effectively in the great tradition of radio convention and election coverage, are dedicated to objectivity, depth and breadth of reporting.



Unfettered by government controls as exist in many totalitarian countries, the television industry will be able to present all shades of opinion—an unbiased report of political developments when they happen, exactly as they take place.

ABC's team, of which I can speak personally, provides a typical example of the balance provided. Such veteran and capable newsmen as Erwin D. Canham, George Sokolsky, John W. Vanderbeck, Edward P. Morgan, Martin Amansky, Paul Harvey, Quincy Howe, Bryson Bash, John MacVane, Gunnar Back, Dan Goddard and Ted Malone will report for both ABC Radio and television at these conventions and on election night.



Each in his own way will contribute new chapters to the glowing history of journalism in the United States. The long line of traditions which have established the freedoms of press and speech in our country have prepared them well.

In future years, their achievements will likewise aid those faced with even greater responsibility in the continuance of democratic processes.

As our economy and size have expanded, so, too have our skills in the field of reporting. Television is the beneficiary of this heritage, and we are determined that the newest medium shall be worthy of its great heritage.

A. B. C. TELEVISION NETWORK



JOHN H. MITCHELL

Vice President in Charge of ABC Television Network



John H. Mitchell, vice president in charge of the American Broadcasting Company Television Network, was elected to the position on November 1, 1954. He joined ABC in February 1953 as vice president in charge of WBKB, ABC's owned television station in Chicago. In July 1953 he became vice president and general manager of WABC-TV, New York. Before joining the network, Mitchell was with Balaban & Katz Corporation which he joined in 1931. In 1939 he moved to South Bend, Indiana, in charge of Indiana theatres owned by Great States Theatres, Inc., a subsidiary of Balaban & Katz. In 1946, Mitchell was placed in charge of the Central Division of Great States Theatres, Inc., making his headquarters in Peoria, Illinois. Two years later he was transferred to Chicago in charge of the Balaban & Katz television station there, as general manager, which he left to join ABC. A native of Indianapolis, Mitchell now lives in Manhattan.

SLOCUM CHAPIN

Vice President in Charge of Sales for ABC-TV

Slocum Chapin, vice president in charge of sales for the ABC-TV network, joined WJZ (now WABC) in 1942 as Sales Manager. He had served in sales promotion for the World Broadcasting System, Inc., in sales with WOC, Davenport, Iowa, as Sales Manager of WKBN, Youngstown, Ohio, and as General Manager of WSTC, Stamford, Conn. In 1944 Mr. Chapin moved to the radio network sales department, and in 1948 was appointed Eastern Sales Manager for ABC-TV when that department was created in June, 1948. In May, 1951, he was named vice president in charge of owned and operated stations for ABC, which he held until named to his present post in 1954. Mr. Chapin is a native of Quincy, Mass., but was brought up in Vermont. He is married, and a graduate of Dartmouth College.



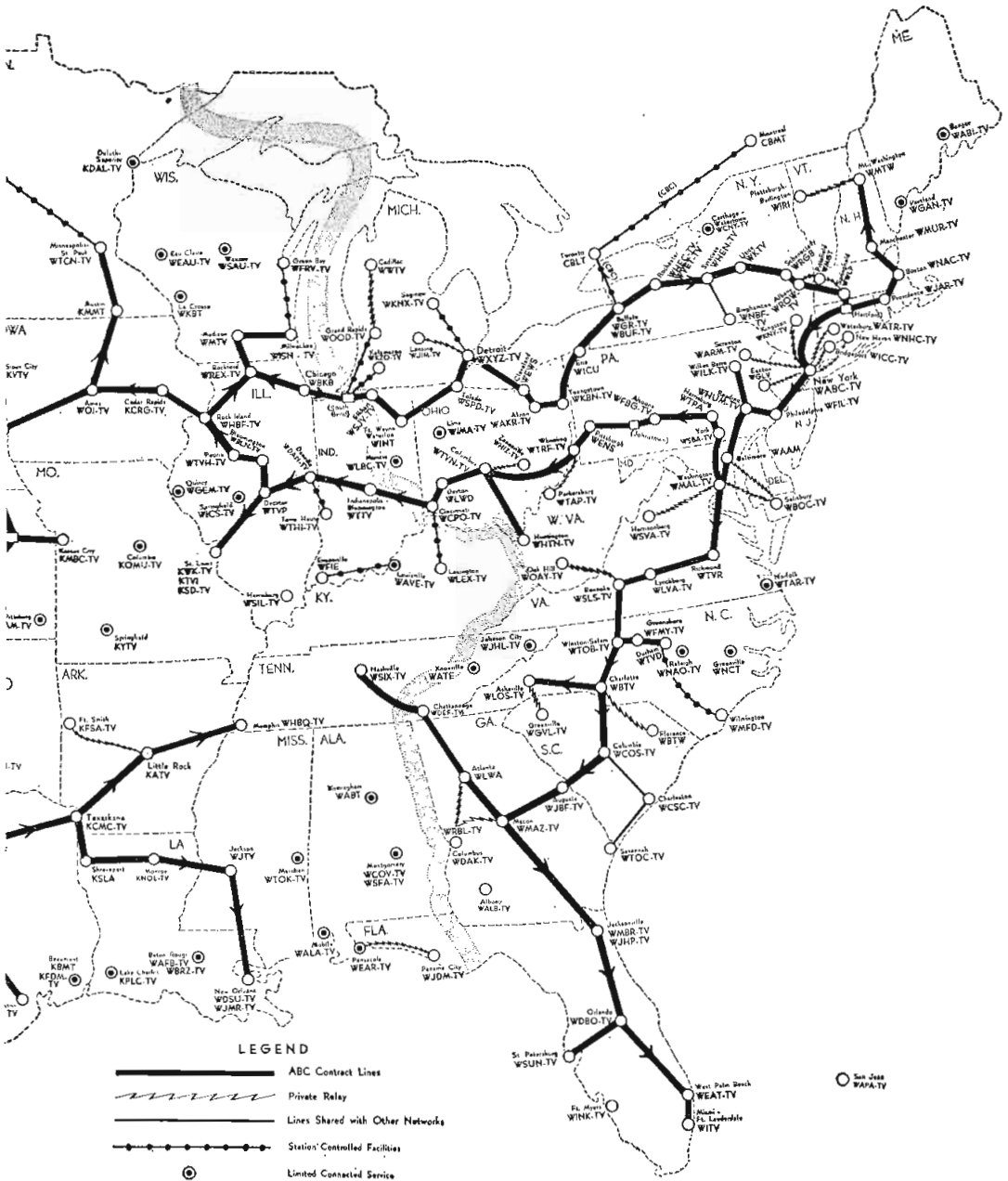
ROBERT F. LEWINE

Vice President in Charge of Programming and Talent for ABC-TV



Robert F. Lewine, vice president in charge of programming and talent for ABC television, was elected to the post in January, 1956. Mr. Lewine joined the American Broadcasting Company in February, 1953, as Eastern Program Director. He was named director of the ABC-TV Network's Program Department in Sept., 1954. Prior to joining ABC, he was the director of radio and TV for Hirshon-Garfield, Inc. Previously he had organized Rockhill Productions, was an independent motion picture producer and TV consultant, and the eastern representative for Dudley Pictures Corporation. From 1945 to 1947 he was associated with Cine-Television Studios, Inc., as production manager, and later as vice president in charge of operations. Mr. Lewine is a graduate of Swarthmore College, and served in the Navy during World War II.

CASTING COMPANY



A M E R I C A N BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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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
Don Durgin	Vice-President
Robert H. Hinckley	Vice-President
Earl Hudson	Vice-President
Ernest Lee Jahncke, Jr.	Vice-President
	& Ass't to President
Frank Marx	Vice-President
John H. Mitchell	Vice-President
Michael J. Foster	Vice-President
Robert Lewine	Vice-President
Harold L. Morgan, Jr.	Vice-President & Controller
Sterling C. Quinlan	Vice-President in charge of WBKB
Thomas Velotta	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
Richard Bailey	Traffic Coordinator
Thomas F. Foy	Purchasing Agent
Joseph J. Spagnola	Director of Office & Studio Services
William Trevarthen	Director of Eng. Ops.
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.	V.P. and Controller
Marie McWilliams	Director of Personnel
Jason Rabinovitz	Assistant Controller
J. Russell Gavin	Chief Accountant

Labor Relations

Mortimer Weinbach	Vice-President & Director of Labor Relations
-------------------	-------------------------------------------------

Legal & Business Affairs

Geraldine B. Zorbaugh	Sec. and General Counsel
-----------------------	--------------------------

Omar Elder	Asst. Sec. and Asst. Gen. Counsel
James Stabile	Vice-President & Director of Business Affairs Department

Program

Robert Lewine	Vice-President in Charge of Programming and Talent
Richard Depew	Manager of TV Program
Arthur Dopencr	Administrative Manager
Freelon Fowler	Film Program Manager
Charles Mortimer	Mgr. Prog. Prod.
A Willard Mellor	Mgr. TV Prog. Service

Services

Bernard Pallsin	Director of Television Services Department
Ruth K. Blainey	Operations Manager
Leonard Maskin	Television Services Manager
James McNaughton	Executive Art Director
Harold Sobolov	Studio Supervisor
Frederick J. Schuhman	Studio Services Coordinator

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	News and Public Affairs Dir.
Donald G. Coe	Dir. of Special Events and Ops.
William A. Whitehouse	Director of Radio & TV Sports

Advertising, Publicity, Promotion & Continuity Acceptance

Michael J. Foster	V.P. in charge of Press Information, Advertising
Hank Warner	Dir. Press Information
John Eckstein	Director of Advertising, Promotion
Adolph Seton	Asst. Dir Press Info. in Charge Exploitation
Robert Grebe	Trade News Editor
Ruth Crawford	Librarian
Ellen Heagerty	Supervisor of Audience Info.
Willis B. Parsons	Manager of Advertising

Station Clearance

Donald S. Shaw Jr.	Director of Station Clearance
Joseph Giaquinto	Manager Station Clearance

Sales

Slocum Chapin	Vice-President in Charge of Television Network Sales
Charles R. Abry	TV National Sales Manager
William Gillogly	Eastern TV Network Sales Mgr.
Henry T. Hede	Business Mgr.-TV Network
Alice Stamatis	Manager of Order Processing

Station Relations

Alfred R. Beckman..... Director of Station
Relations for TV Network
Robert Curran..... Manager of Co-Operative
Sales-TV

Research and Sales Development

Donald Coyle..... Director of Research
& Sales Development
Bert Briller..... Mgr. of Sls. Development
Julius Barnathan..... Mgr. of Research

ABC Film Syndication, Inc.

10 E 44 Street, New York, N.Y.

George T. Shupert..... President
Richard P. Morgan..... Vice-President
in Charge Business Affairs
Donald L. Kearney..... Vice-President in Charge
of Sales
John B. Burns..... Vice-President &
Director of National Sales
William L. Clark..... Vice-President &
Director of Western Sales Division
Lee Francis..... Advertising & Promotion Manager
Joseph F. Greene..... Client Service Manager
Patric Rastall..... Midwest Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan..... Vice-President in Charge
of WBKB
James W. Beach..... Director of Network TV
Elliott W. Henry, Jr..... Pub. and Prom. Dir.
William P. Kusack..... Manager of Engineering
Department
Con O'Der..... Manager WBKB News &
Special Events
Rex Harpin..... Director of Music for WBKB
Daniel Schuffman..... Program Manager WBKB
Clar Heider..... National Spot Sales Manager WBKB
Matthew Vieracker..... Treasurer—Central
Division
Ralph Andrews..... Manager WBKB Film Dept.
Harold Wettersten..... Sales Manager TV Network
Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager
Robert Baldrice..... Adv. and Prom. Mgr.
Joseph C. Cassel..... Controllor
Ralph Dawson..... Television Sales Manager
Charles Kocher..... Chief Engineer
John Lee..... Television Program Manager
Marty Mogoe..... Publicity Director
John Pival..... Vice-President for Television
James Riddell..... President & General Manager
Peter Strand..... Executive Producer

HOLLYWOOD

ABC Television Center
Hollywood 27, Calif.

Karl Hudson..... Vice-President, Western Division
J. Clifford Anderson..... Director of Labor Relations
Jack Brembeck..... Promotion Manager
Dorothy L. Brown..... Continuity Acceptance
Editor, Western Division
Edwin C. Conklin..... News Editor, Western Div.
Vernon England..... Film Director, KABC TV
Kenneth B. Craig..... National & Regional TV
Network Program Coordinator, Western Division

Sanford Cummings..... ABC Coordinator, Disney TV
Ralph G. Denechaud..... Adm. Ass't to
Engineering Coordinator, Western Division
Operations
Ernest Stern..... Director of Promotion-Publicity,
Western Division
Richard Drummy..... Regional TV Network
Sales Manager
Elton Rule..... Sales Manager, KABC-TV
Florence T. Schiro..... Personnel Director
Allen Elrod..... Sales Promotion Art Director
Selig Seligman..... General Manager of KABC-TV
Business Coordinator
John C. Wagner..... Controllor, Western Division

HOLLYWOOD

Thomas Lufkin..... ABC-MGM-TV Coordinator
Courtney McLeod..... Traffic & Scheduling Spv.
National & Regional TV & Radio Network
James Mandulay..... Production Manager
KABC-TV
Allan E. Maynard..... Purchasing Agent &
Building Maintenance Supervisor
Norma T. Olson..... Director TV Program Operations
Cameron Pierce..... Engineering Coordinator
Western Division
J. English Smith..... ABC-Warner Bros.
TV Coordinator
Hunt Stromberg, Jr..... Executive Producer
KABC-TV
Robert P. Myers..... Pacific Coast Counsel ABC

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker..... Program Manager
Jon Barkhurst..... Prom. and Pub. Mgr.
James H. Connolly..... Vice-President in Charge
of San Francisco Office
Lorraine Duchene..... Continuity Acceptance
Editor
Vincent Francis..... Western Division Sales Manager
TV Network
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..... Sales Manager KGO & KGO-TV
Henry Saroyan..... Controllor & Purchasing Agent
Edward Smith..... Production Manager

WASHINGTON

1735 DeSales St., N.W.

Washington, D. C.

Robert H. Hinkley..... Vice-President in Charge
of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone..... General Manager of WABC-TV
Gordon Kunz..... Production Manager of WABC-TV
Grady Jensen..... Treasurer of WABC-TV
George Rice..... Program Manager
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

This
will be
our
second
leap year
in
a row



*Last year was leap year at ABC Television. Business leapt with the Disneyland and Mickey Mouse Club sell-outs. Bounded up when Hollywood came to TV on the MGM Parade and Warner Bros. shows. Shot higher with the new *adult* Western concept of*



“Wyatt Earp.” And wound up with plans for the new Afternoon Film Festival, the day-time show with the big-time, nighttime look.

Advice to advertisers and their agencies: if you want to get the jump on competition, hop to it – get on ABC-TV.

ABC TELEVISION NETWORK

TV "Greatest New Force In American Life"



By
**J. L. VAN
VOLKENBURG**
President
CBS Television

TELEVISION in 1956 gives every evidence of living up to its recent description by U. S. News and World Report as "the greatest new force in American life."

And I do not think it is presumptuous to suggest that advertisers, and we at CBS Television, as broadcasters, have together played a major role in developing this force and, by extension, the vitality of the American system of broadcasting.

We at CBS Television believe that three basic ingredients nourishing this "greatest new force in American life" are: advertising investment; audience interest; and creative activity in a well-balanced mixture.



Advertising investment in television has grown from \$57.8 millions in 1949 to an estimated \$1 billion 49.5 millions in 1955. CBS Television leads the industry as the largest single advertising medium in the world, with an estimated gross billings in 1955 of better than \$190,000,000. And there is evidence to believe that in 1956 CBS Television will increase this leadership.

Audience interest in U. S. television is one of the truly amazing developments of modern times. The number of stations in the United States has grown from 48 in 1949, to 425 in September of 1955. According to the Bureau of the Census last June, there were more than 32 million television homes in this country, with the number growing daily. This is 67.2 of all the nation's households.



But of even greater significance than the numerical increase in stations and television homes is the fact that in America television has become a national habit, with the average family spending nearly five hours a day in

front of its television set. This is an incredible statistic. It means that they are devoting more time to watching television than they spend on anything else except working and sleeping. And what's more, there seems to be no indication that they intend to stop, since they are watching television today more than ever before.

At this stage, I am sure I don't have to convince anyone of television's impact. No advertising medium in the world can approach it. No advertising medium in the world so closely associates an advertiser's goods or services with entertainment and information which is absolutely free to the viewer beyond the investment in a television receiver. And part and parcel of our national habit of watching television programs is, I believe, the habit of also watching the sponsor's message.



The tremendous increase in set ownership, and the firmly rooted national habit of television watching is of course one of the key factors influencing advertising investment. But we at CBS Television have every reason to believe that behind it all is creative activity, our incessant preoccupation with the problem of providing the best in entertainment, information, and public service programming it is possible for money, talent and brains to create. That we have succeeded in doing so is quite evident: We are broadcasting the majority of the most popular programs day and night. A recent Trendex report gave CBS Television 9 out of the 10 top shows, and in the Nielsen rating CBS Television had 6 out of 10.



In short, we at CBS Television believe that our industry leadership has resulted from the fact that we have built the best program structure in the country, which in turn has earned loyal audiences, who in turn are buying our advertisers' goods and services.

All of us who participate in the advertising process play a crucial role in the economic health of the nation. For this health is contingent as much on the effectiveness of our activity as it is on any other single factor. The more expertly we employ our knowledge and skills in helping stimulate production and distribution of goods and services, the greater will be our contribution toward making a stronger America.

C. B. S. TELEVISION NETWORK



HUBBELL ROBINSON, JR.

Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named vice president and director of CBS Television network programs in 1951 when CBS was reorganized into separate network operations for television and radio. Robinson joined CBS in July, 1947 as vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam, for 16 years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. Born in Schenectady, N. Y. on Oct. 16, 1905, he was graduated from Brown University. Following his graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

SIG MICKELSON

Vice President in Charge of CBS News and Public Affairs

Sig Mickelson, was appointed Vice President in Charge of CBS News and Public Affairs in 1954, when the Radio and Television News and Public Affairs Departments were combined. He had served as Director of News and Public Affairs for television, prior to that. Mickelson's entire career has been devoted to journalism, first on newspapers and then in radio and television. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. In 1943, Mickelson joined CBS as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He was successively director of news and special events, director of public affairs and production manager there. In December, 1949, he transferred to New York to be CBS Director of Public Affairs. Two years later he headed News and Public Affairs for Television. Mickelson was graduated from Augustana College, S. Dak., in 1934 and later obtained his master's degree at the University of Minnesota.



WILLIAM H. HYLAN

Vice President in Charge of Network Sales

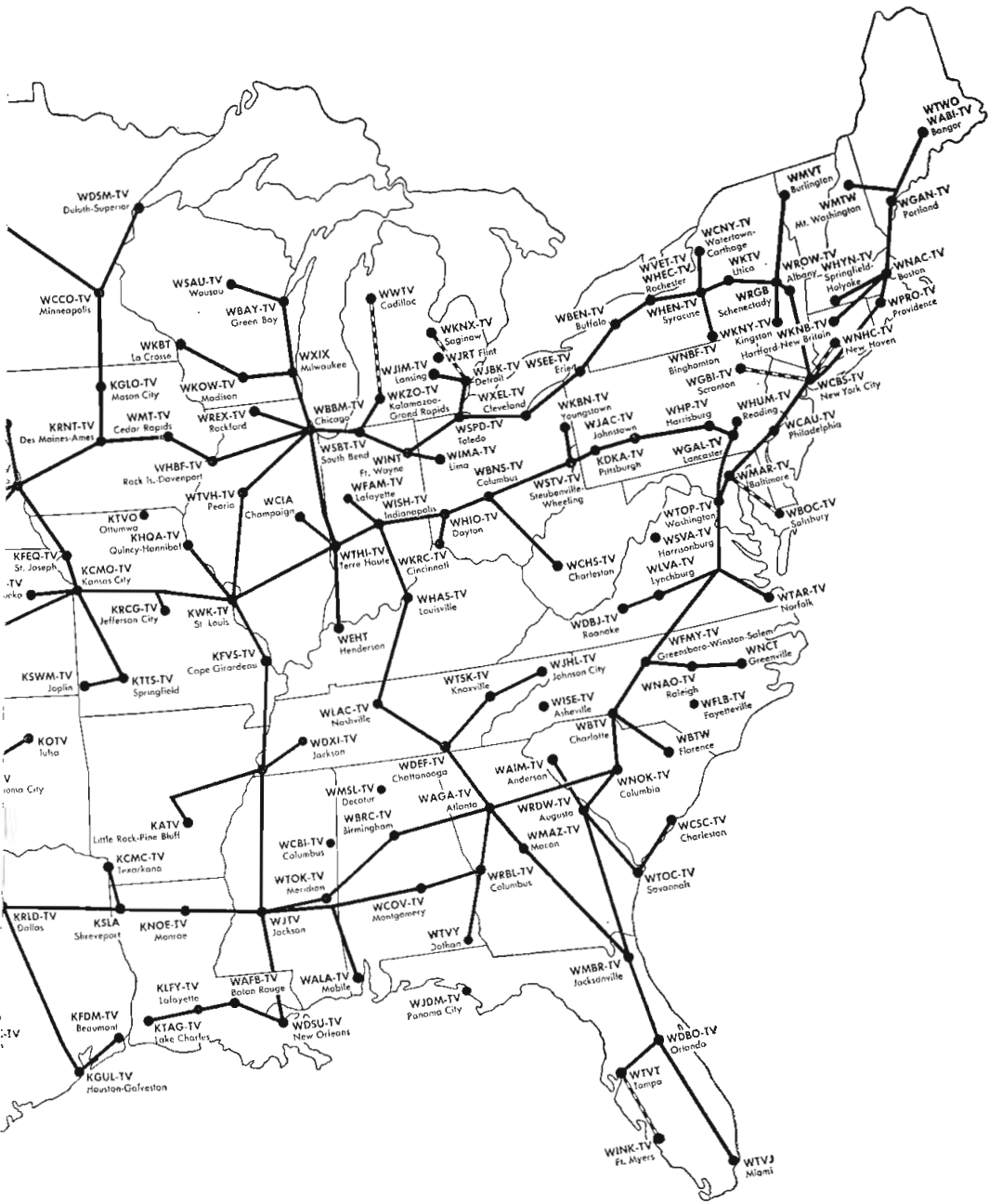


William H. Hylan, who has been associated with CBS for eighteen years, was named vice president in charge of network sales for CBS Television in 1952. Hylan entered military service with the army after four years as an account executive with CBS Radio Sales, from 1937 to 1941. In 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year he was appointed eastern sales manager. Hylan was born in New York City in 1905. He spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

CBS TELEVIS



ION NETWORK



GBT-TV
atlanta





TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

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—CBSINC 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
 Harry G. Ommerle... Vice-President in Charge
 of Network Programs, New York
 Alfred J. Scalpone... Vice-President in Charge
 of Network Programs, Hollywood
 R. M. Weitman... V.P. Prog. Devel.
 H. Leslie Atlass... Vice-President in Charge
 of Central Division
 Edward L. Saxe... V.P. in Charge of Operations
 Merle S. Jones... Exec. V.P. in Charge of
 CBS Owned Television Stations and
 General Services
 William H. Hylan... Vice-President in Charge
 of Network Sales
 Hubbell Robinson Jr.... Exec. V.P. in Charge
 of Network Programs
 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
 Howard S. Meighan... Vice-President in Charge
 of Western Division
 Leslie Harris... Vice-President & General
 Manager, CBS Television Film Sales, Inc.
 William J. Flynn... Contoller

Network Sales

William H. Hylan... Vice-President in Charge
 of Network Sales
 Thomas H. Dawson... General Sales Manager
 George E. Klayer... Eastern Sales Manager
 Sam K. Maxwell... Midwestern Sales Manager
 Charles R. Sterritt... Detroit Sales Manager
 William J. Fagan... Business Manager
 T. D. Connolly... Program Sales Manager
 Edward F. Lethen, Jr.... Manager of Network
 Sales Development
 Frank Smith... Assistant 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 G. Ommerle... Vice-President in Charge
 of Network Programs, New York
 Alfred J. Scalpone... Vice-President in Charge
 of Network Programs, Hollywood
 R. M. Weitman... V.P. Prog. Devel.
 Harry S. Ackerman... Executive Director
 of Special Projects
 Jack Rayel... Dir. Net. Progs., L.A.
 Lester Gottlieb... Dir., Day Prog.
 Marlo Lewis... Executive Producer, Music &
 Variety Programs
 Gilbert A. Ralston... Executive Producer
 Dramatic Programs
 Louis G. Cowan... Prod. Prog. Develop.
 Robert D. Martin... Talent & Casting Director
 New York
 Milo Frank Talent & Casting Director, Hollywood
 Richard Lewine... Executive Producer
 E. Carlton Winckler... Production Manager
 Charles Holden... Production Manager, Hollywood
 John Hundley... Manager, Program Service

Operations

Edward L. Saxe... Vice-President in Charge
 of Operations
 Henry Grossman... Director of Operations
 R. C. Thompson... Director of Technical
 Operations
 H. C. Meier... Manager of Network Operations
 Walter R. Pierson... Manager of Production
 Operations
 Albert J. Raymond... Mgr. of Theater and
 Stage Operations
 Anthony Boschetti... Manager of Procurement
 Paul Wittlig... Manager of New Effects
 Development
 Orville Sather... Manager of Technical Operations
 Lawrence B. Gumbinner... Traffic Manager
 M. Clay Adams... Manager of Film Productions
 Operation
 Gordon Shadwick... Manager of Film Service
 Operations
 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
 Ed Scovill.....Midwest Manager
 David R. Williams.....Eastern Manager
 Donald Clancy.....Business Manager

Advertising & Sales Promotion

William Golden.....Creative Director
 John P. Cowden.....Operations Director
 Robert Strunsky.....Copy Chief
 Alex Kennedy.....Director of Program Promotion
 George Bristol.....Director of Sales Presentations
 Thomas Means.....Director of CBS Owned
 Television Stations Promotion Service
 Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director
 Larry Lowenstein.....Director—N.Y.
 James J. Kane.....Director—Hollywood
 Lee Beckwith.....Photo Editor
 Robert F. Blake.....Manager of Special Projects
 Arthur Danashon.....Copy Editor
 Jack Goldstein.....Mgr., Exploitation, N. Y.
 Harry Feeny.....Trade News Editor
 Dorothy Leffler.....Director of Magazine Division
 Arthur Perles.....Assistant to the Director, N. Y.
 Henry Lewis.....Assistant to the Director, L.A.
 Beryl Reubens.....Supervisor of News &
 Public Affairs Publicity
 Ted Wick.....Mgr. of Special Projects, L.A.
 John Walsh.....Asst. To Manager of Special Projects

Research

Oscar Katz.....Director
 Rose Marie O'Reilly.....Manager of Ratings
 Tore Hallonquist.....Manager of Program Analysis
 Leonard DeNooyer.....Mgr., Coverage Div.
 Jay Eliasberg.....Research Projects Supervisor

Engineering

William B. Lodge.....V.P., 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
 Charles Woodward.....Senior Attorney
 Merritt H. Coleman.....Director of Business Affairs
 Louis T. Stone.....Dir. of Talent Commitments
 Philip Feldman.....Director of Business Affairs, L. A.
 David Klinger.....Budget Control Manager

CBS Television Enterprises

Sydney Rubin.....Director

Accounting

William J. Flynn.....Comptroller
 Norman C. Hadley.....Director, Accounting Ops.

Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.
 H. G. Theis.....Director of Operation, Hollywood
 Lester H. Bowman.....Dir., Phys. Ops., L.A.
 James Melick.....Director of Production Adm.

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 Newscast
 Jack Bush.....Manager of News Film Production
 George Crothers.....Director of Educational &
 Religious Broadcasts
 Henry Wefing.....Executive Assistant to
 Director News

James Burke.....Assignment Editor, CBS News
 David Zellmer.....Executive Producer of TV News
 Robert Skedgell.....Exec. Producer of Radio News
 Judson Bailey.....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
 Robert F. Davis.....Research Manager
 Walter Stein.....Ass't Research Manager
 John A. Schneider.....Eastern Sales Manager
 Frank Elliott Jr.....Director Sales Development
 B. Colvig.....Director Sales Promotion

Branch Offices

Tom W. Judge.....Midwestern Sales Manager
 410 N. Michigan Ave., Chicago
 H. H. Holtshouser.....Atlanta Manager
 800 Peachtree St., N.E., Atlanta, Ga.
 Richard R. Loftus.....Detroit Manager
 902 Fisher Bldg., Detroit 2, Mich.
 John White.....San Francisco Manager
 Palace Hotel, San Francisco
 Edward A. Larkin.....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.....Sales Promotion Manager
 Walter Scanlon.....Merchandising Manager

Terrytoons Division

Paul Terry, Newell T. Schwin

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.....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 Atlass.....Vice-President,
 Central Division

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

James T. Aubrey, Jr.....General Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

Trial and Risk—A Network's Inherent Duty



By
**THOMAS A.
McAVITY**
Vice-President
in Charge of NBC-TV

HOW many people are using television as a major source of information and entertainment?

This question is far more vital to the future of television than any hassle over day-to-day ratings.

Television can claim success only if it attracts the entire public—the light, fickle viewers as well as the heavy, habit viewers.

And if we are to appeal to this entire audience, we must have fresh vital programming—the kind of programming no one can afford to miss.



But this implies a risk—the risk of new and untried formats, personalities, concepts. It also implies overall planning to insure a balanced viewing diet. For these reasons, fresh programming must be the responsibility of the network.

For only a network can afford the risk necessary to gamble on shows, talent and projects required for providing this type programming to all viewers and as a useful selling medium for every advertiser—big and small.

We must refresh and rebuild our programs from year to year, for we know that any known schedule of attractions begins to lose audience and our medium falls short.



The conventional so-called "hit" half-hour shows are great for many types of personalities and for storytelling. But this form can be limiting.

The form that television can do so well in is the one-shot or the occasional show—"using television." First of all, such a show can be

worked on longer than the regular series show. It also saves the artist from over exposure and enables the artists from all fields to meet the challenge of television on an occasional basis.

The program, "idea" television is spearheaded by our firm belief that a network is its programming, and sets the responsibility for influencing the minds of its viewers by offering something for everyone.

This means not only presenting a Sid Caesar, a Bob Hope, a Groucho Marx, a "Hill Parade," but also a "Richard III," a "Magic Flute," a Maurice Evans in "The Devil's Disciple," a "Caesar and Cleopatra," an "Assignment: India," a "Twisted Cross," a Wanda Landowska, plus a "Peter Pan" and a "Sleeping Beauty."



But television must have all forms. We should not choose between them. We want them all. In order to do this, we must fight anything that would restrict television, that would limit its usefulness for over 160,000,000 people. We must keep it so that it programs for everyone. And when we find a large segment of women who do not want soap operas in the daytime, then we must create a "Matinee Theatre" or a "Home."

We believe that the television industry must have significance in a time of world crisis. With the talent development projects and the searching programming that we and others have made and must continuously enlarge, we believe we will find a great increase in the number of talented people available to us and from them an intelligent direction will come excellence in one-shots and specials as well as hits.



NBC, which pioneered in bringing excitement and expectancy through its Specials, has been joined now by the other networks in offering "specials."

NBC believes this seasoning of programming by means of great cultural events—based by a large amount of hit TV and guided by the network's policy of enlightenment through exposure—will keep the network the rich national service it deserves to be and not merely a product of universal expediency.

N. B. C. TELEVISION NETWORK



DAVID SARNOFF Chairman of the Board of RCA



Elected president of RCA in 1930 at the age of 39, Brig. Gen. David Sarnoff, chairman of the board of RCA and director of NBC, was named commercial manager of RCA when it was formed in 1919. He had first entered the communications field at 15 as a messenger boy. As radio grew increasingly more important, he became Chief Inspector, Assistant Traffic Manager and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. When RCA was formed, it acquired the Marconi Company. During the following eleven years with RCA, he moved from commercial to general manager and then vice president and executive vice president. General Sarnoff was elected chairman of the board and chief executive officer of RCA in 1947. After the promotion of Sylvester L. Weaver, Jr. to Chairman of the Board of NBC, General Sarnoff continues as a member of the board of directors. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SYLVESTER L. WEAVER, JR. Chairman of the Board of NBC

Sylvester L. Weaver, Jr. was named Chairman of the Board of NBC in December, 1955, replacing Brig. Gen. David Sarnoff, who became a director. Weaver joined NBC in 1949 to head the television network. He was a veteran of 18 years in the broadcasting and advertising fields, including such positions as Vice President in Charge of Radio and Television for Young & Rubicam and Advertising Manager for the American Tobacco Company. In 1952, Weaver was made Vice President in Charge of Radio and Television for NBC and later that year was elected Vice Chairman of the Board. He was named President in 1953 and Chairman of the Board two years later. The concept of the Spectaculars, which began a regular series in the Fall of 1954, and the magazine concept of the Today, Home and Tonight shows, were first outlined by him. Weaver entered broadcasting as a writer, and later became program manager of the Don Lee network. He was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa.

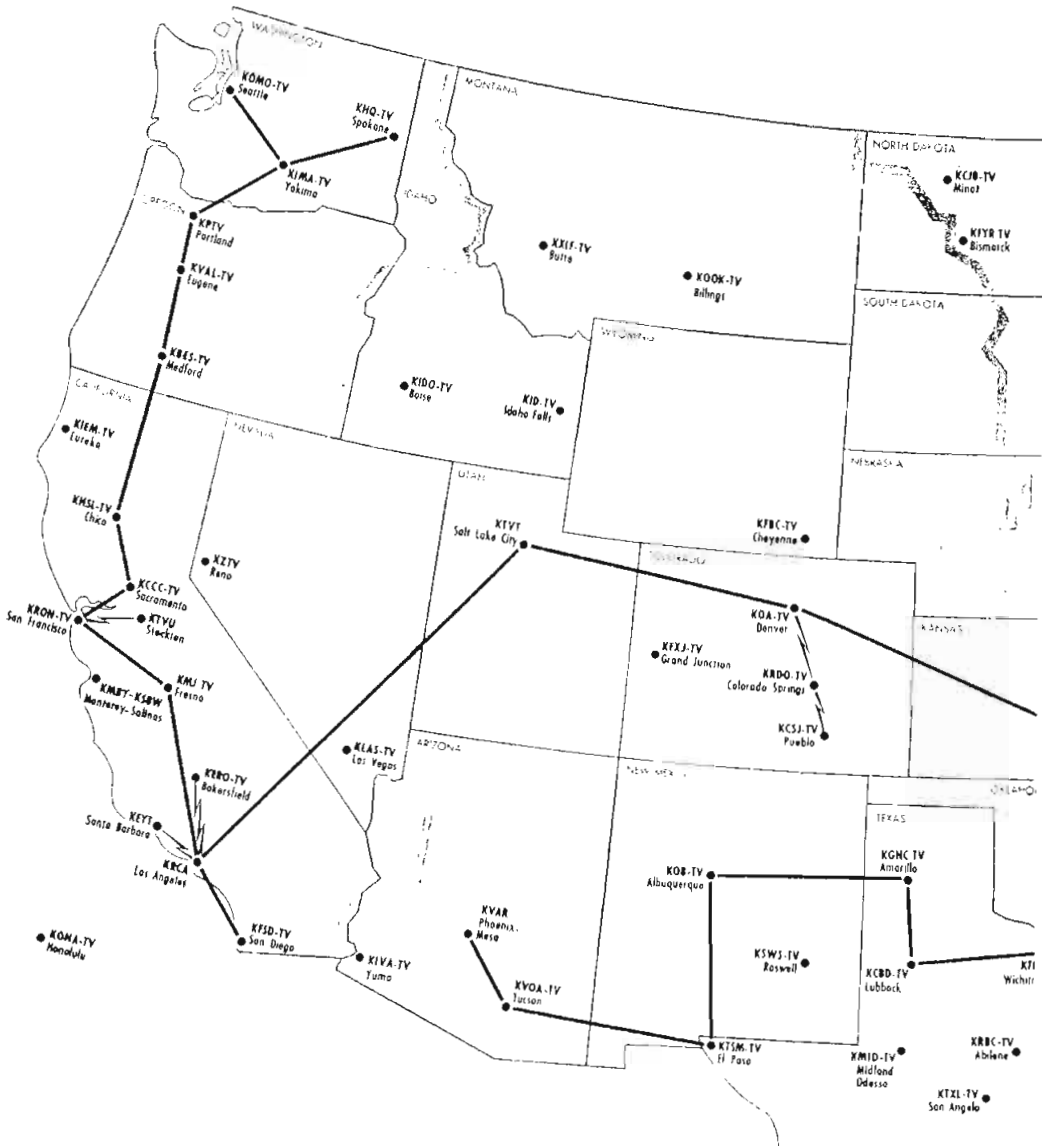


ROBERT W. SARNOFF President of NBC

Robert W. Sarnoff, who at 37 can look back on a career that already includes service in the newspaper and magazine media and almost eight years with NBC in executive positions in programming, production and sales, was elected President of NBC in December, 1955. Sarnoff joined NBC in 1948 as an account executive in the Sales Department. After serving in various capacities including programming, production and program sales, he was appointed director of Unit Productions in 1951, where he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II. For this he was awarded the Navy's Distinguished Public Service Award. Sarnoff was elected Vice President in 1951 and a year later was placed in charge of the NBC Film Division. He was named executive assistant to Sylvester L. Weaver, Jr. in 1953 and in the same year was elected to the Board of Directors and named Executive Vice President. In the early Spring of 1955, Sarnoff announced plans for a new radio programming service called "Monitor." This was followed in the Fall by "Weekday."



NATIONAL BROAD



● Operating Station — Inter-City Connection
 — Off-the-Air Relay Pickup

* Nashville and Huntington do not require off-the-air pickup

NOTE: Inter-city facilities are shown as solid lines. Single station pickup routing back to air is shown as dashed lines. All routing is subject to change without notice.



Say hello to the

- AMERICAN
VISCOSÉ CORP.
- AMERICAN
CHARACTER DOLL CO
- APEX ELECTRICAL
MANUFACTURING CO
- BIRGE CO., INC
- E. L. BRUCE
- CALORIC STOVE CORP.
- CONNECTICUT
CHEMICAL RESEARCH CORP.
- CULLIGAN, INC.
- DAYSTROM FURNITURE CORP., INC.
- DETROIT STEEL PRODUCTS CO
- DORMEYER CORP
- EASTMAN KODAK CO
- EDISON CHEMICAL CO.
- GENERAL DYNAMICS CORP.
- GLASS CONTAINERS MANUFACTURERS
INSTITUTE
- HOBART MANUFACTURING CO
- INTERNATIONAL MOLDED PLASTICS
- INTERNATIONAL SALT CO. INC
- THE KALART CO. INC
- THE LAU BLOWER CO
- LEE LTD
- LETTUCE INC
- LORENTZEN HARDWARE
MANUFACTURING CORP
- MAGLA PRODUCTS
- THE MAYBELLINE CO
- MORTON SALT CO.
- MOTOR WHEEL CORP.
- OUTBOARD MARINE & MANUFACTURING CO
- PAULSBORO MANUFACTURING CO
- PIONEER RUBBER CO.
- PITTSBURGH COKE & CHEMICAL CO
- POLK MILLER PRODUCTS CORP.
- A. H. POND CO., INC
- THE RATH PACKING CO.
- O. M. SCOTT & SONS CO.
- STERN'S NURSERIES
- UNION UNDERWEAR CO., INC.
- THE WEATHER-PROOF CO.
- WEBSTER-CHICAGO CORP.
- WECO PRODUCTS CO
- WHIRLPOOL CORP.
- WHITEHOUSE CO.
- THE J. B. WILLIAMS CO.
- WOMAN'S BAY, INC.

During the first nine months of 1955, 51 new advertisers entered network television.

44 of these new advertisers were on NBC
42 of them were on NBC *exclusively*

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period...*more advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network*, with its new programming patterns and sales plans; the *creative network*, with its Wide Wide World, Project 20 and the exciting and universally-imitated Spectaculars; the *follow-through network*, with its extensive merchandising support and extensive promotion.

Why not join up? *Exciting things are happening on* **NBC** television

new members!



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST 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 CHAIRMAN AND PRESIDENT

Sylvester L. Weaver, Jr. Board Chairman
Robert W. Sarnoff President
Thomas A. McAvity Vice-President
In Charge of NBC-TV Network

ADMINISTRATIVE DIVISION

J. M. Clifford Administrative Vice-President

FINANCE AND SERVICES

Joseph V. Heffernan Financial Vice-President

Engineering Department

Andrew L. Hammerschmidt 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
Robert F. McCaw Director, Facilities
Administration
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 Vice-President
National Sales Director

Sales Administration Department

Walter D. Scott Vice-President, National
Sales Manager
Michael H. Dann V.P., Program Sales
Stephen Flynn Manager of Television Sales
Traffic Operations
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
Edwin Vane National Audience
Promotion Manager
John Graham Art Director
Donald Foley 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
Alexander S. Rylander Director, Exploitation
Cornelius K. Sullivan Public Relations
Representative
Milton Brown Manager of Program Publicity
Kathryn Cole Manager of Information
William E. Anderson Manager of Business &
Trade Publicity
Sidney Desfor Manager, Photo Unit
Barbara McCusker Magazine Editor

Planning & Development Department

Hugh M. Beville V.P., Planning, Development
Dr. Thomas E. Coffin Manager of Research
Allen R. Cooper Manager of Markets & Media
James Cornell Manager of Audience
Measurement
Barry Rumble Manager of Plans

Station Relations Division

Harry Bannister.....Vice-President for
Station Relations
Donald J. Mercer...Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Mort Werner.....Vice-President, National
Programs
Nat Wolff.....Director, Program Planning
Thomas O. Loeb.....Mgr. of TV Network
Programs
LeRoy Passman.....Manager of Program
Administration
Albert McCleery.....Executive Producer

Public Affairs Department

Davidson Taylor.....Vice-President in Charge
of Public Affairs
Benjamin K. Park.....Director, Public affairs
Thomas S. Gallery.....Manager of Sports
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service
Programs
Barry Wood.....Director of Special Events

Talent Department

James E. Denning.....Director, Talent &
Program Contract Administration
Charles J. Moos.....Manager, Talent &
Program Contract Administration
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.....Director, Business
Administration
Edward J. Stegeman...Director of Prog. Services

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
Frederick A. Jacobi.....Manager of Publicity

WRCA-TV—New York

Thomas B. McFadden...Vice-President & General
Manager of WRCA, WRCA-FM and WRCA-TV
William N. Davidson...Asst. Gen. Manager of
WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News &
Special Events

Donald E. Bishop.....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

WBUF-TV—Buffalo

Charles Bevis.....General Manager

WNBQ—Chicago

Jules Herbuveaux.....General Manager &
Vice-President of WMAQ, WMAQ-FM, WNBQ

WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of
WRCV, WRCV-TV

KRCA—Hollywood

Thomas C. McCray...V.P. & Gen. Mgr. 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 Engineering &
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 Network Programs
Lewis S. Frost.....Coordinator of Regional
Network Activities
Harold Kemp.....General Program Executive
John R. Kennedy.....Staff Engineer
Thomas W. Sarnoff.....Director of Production
& Business Affairs
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 278.*

UHF Death Total Now Numbers Fifty-Three



By
**HAROLD H.
THOMS**

Former Chairman
UHF Industry
Coordinating Committee

THE UHF-ICC, composed of 70 contributing UHF stations and permittees, was the outgrowth of an enthusiastic effort by UHF broadcasters throughout the country to organize for the purpose of making a vigorous presentation for a solution to the UHF problem in the hearings before the Senate Subcommittee then headed by Senator Potter. Its objective has been the revision of the existing geographic television assignment plan upon a basis which would eliminate the gross competitive disadvantages inherent in the two spectrum assignments made under that plan and thereby to remove the obstacles inherent in that plan to a nationwide competitive television system. The magnitude of the efforts of UHF broadcasters who came from all over the country to testify in these hearings is now well known history. No immediate results were then achieved but those efforts were continued throughout the remainder of 1954 before the Congress and the FCC and were renewed and redoubled by UHF broadcasters, individually and through the UHF-ICC throughout the year 1955.



In the past year, the UHF-ICC made several recommendations for remedial measures. These included deintermixture, confinement of TV stations to their own markets, private micro-relay facilities for TV broadcasters, refusal of antenna and power increases in Zone 1, revision of the present TV plan to provide for additional VHF assignments, on a case-to-case basis, at reduced separations and power, with use of directionals, a broad network investigation, and a liberal policy of extension of outstanding UHF permits. It is now an active participant in the pending TV rule making proceedings before the FCC.



Despite the tremendous efforts of UHF broadcasters, the year 1955 will go down as

a year when UHF broadcasting and the cause of nationwide competitive television service were dealt a bitter blow. It was in the past year that hope for early and effective governmental measures to solve the critical problem caused by the intermixture of VHF and UHF stations, were dashed to the ground as a result of governmental refusal to pass upon the outstanding proposals for selective deintermixture. UHF broadcasters had been led to believe that remedial measures were on the way and their disappointment was all the more bitter because many of them had kept their stations going at continuing heavy financial loss only by the hope that such measures would be forthcoming soon.



So far as UHF is concerned, the accounting for the year 1955 is a dismal one indeed: 21 more UHF stations ceased operations. The total of UHF deaths now stands at 53 at a cost to the public and investors of staggering sums of money. Although over 125 UHF permits have been outstanding during the course of the year 1955, only 4 commercial UHF stations were constructed during the year. 111 other UHF permits, which were granted since the lifting of the freeze, have been surrendered for cancellation. Grim evidence of the consequences of the present mixed up television situation was provided by the financial data released by the FCC during the course of the year. The UHF stations in operation sustained a loss of 10 million dollars; 104 UHF stations showed overall losses. Only 18 showed a profit. The losses of at least 31 stations were at the rate of more than \$10,000 a month. Despite such discouraging developments, at year's end, no remedial plan had been proposed by the FCC itself; but the FCC had invited and received an infinite number of proposals from interested parties all of which recognized the critical need for remedial action.



The year 1955 has therefore figuratively produced a scrambled television picture indeed. It is the fervent hope of UHF broadcasters throughout the country that 1956 will bring both governmental action which will unscramble the picture by attacking the problem at the core, namely, by revision of the mixed up television allocation. The UHF-ICC will continue to dedicate itself to this end throughout 1956 and for as long as there may be surviving UHF operators with a will to continue the fight.

Television Stations In the United States

**ALPHABETICALLY
LISTED BY STATES — CITIES**

CALL LETTERS

PERSONNEL

FACILITIES

Index of The TELEVISION STATIONS of The United States



Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	887	KFDX-TV	— Wichita Falls, Tex.	949
KABC-TV	— Los Angeles, Calif.	855	KFEQ-TV	— St. Joseph, Mo.	895
KAKE-TV	— Wichita, Kans.	879	KFJZ-TV	— Fort Worth, Tex.	939
KALB-TV	— Alexandria, La.	880	KFMB-TV	— San Diego, Calif.	859
KARD-TV	— Wichita, Kans.	879	KFSA-TV	— Forth Smith, Ark.	851
KARK-TV	— Little Rock, Ark.	851	KFSD-TV	— San Diego, Calif.	857
KATV	— Pine Bluff, Ark.	851	KFVS-TV	— Cape Girardeau, Mo.	893
KBAK-TV	— Bakersfield, Calif.	853	KFXJ-TV	— Grand Junction, Colo.	862
KBES-TV	— Medford, Oreg.	919	KFYR-TV	— Bismarck, N. Dak.	910
KBET-TV	— Sacramento, Calif.	857	KGBT-TV	— Harlingen, Tex.	939
KBMB-TV	— Bismarck, N. Dak.	910	KGEO-TV	— Enid, Okla.	918
KBMT	— Beaumont, Tex.	935	KGGM-TV	— Albuquerque, N. Mex.	899
KBOI	— Boise, Idaho.	870	KGLO-TV	— Mason City, Iowa.	876
KBST-TV	— Big Spring, Tex.	935	KGMB-TV	— Honolulu, Hawaii.	959
KBTW	— Denver, Colo.	861	KGNC-TV	— Amarillo, Tex.	935
KCBD-TV	— Lubbock, Tex.	941	KGO-TV	— San Francisco, Calif.	859
KCCC-TV	— Sacramento, Calif.	857	KGUL-TV	— Galveston-Houston, Tex.	939
KCEN-TV	— Temple, Tex.	946	KGVO-TV	— Missoula, Mont.	896
KCJB-TV	— Minot, N. Dak.	911	KHAD-TV	— Laredo, Tex.	940
KCKT-TV	— Great Bend, Kans.	877	KHBC-TV	— Hilo, Hawaii.	959
KCMC-TV	— Texarkana, Tex.	946	KHJ-TV	— Los Angeles, Calif.	855
KCMO-TV	— Kansas City, Mo.	893	KHOL-TV	— Kearney, Nebr.	896
KCOP-TV	— Hollywood, Calif.	853	KHQ-TV	— Spokane, Wash.	953
KCOR-TV	— San Antonio, Tex.	945	KHQA-TV	— Hannibal, Mo.	893
KCRA-TV	— Sacramento, Calif.	857	KHSL-TV	— Chico, Calif.	853
KCRG-TV	— Cedar Rapids, Iowa.	875	KID-TV	— Idaho Falls, Idaho.	870
KCSJ-TV	— Pueblo, Colo.	862	KIDO	— TV Boise, Idaho.	870
KDAL-TV	— Duluth-Superior, Minn.	890	KIEM-TV	— Eureka, Calif.	853
KDKA-TV	— Pittsburgh, Pa.	925	KIMA-TV	— Yakima, Wash.	954
KDLO-TV	— Florence, S. Dak.	930	KING-TV	— Seattle, Wash.	953
KDRO-TV	— Sedalia, Mo.	895	KIVA	— Yuma, Ariz.	851
KDUB-TV	— Lubbock, Tex.	940	KJEO-TV	— Fresno, Calif.	853
KEDD	— Wichita, Kans.	879	KKTV	— Colorado Springs, Colo.	861
KELO-TV	— Sioux Falls, S. Dak.	930	KLAS-TV	— Las Vegas, Nev.	898
KENI-TV	— Anchorage, Alaska.	959	KLEW-TV	— Lewiston, Idaho.	870
KENS-TV	— San Antonio, Tex.	945	KLFY-TV	— Lafayette, La.	880
KEPR-TV	— Pasco, Wash.	953	KLIX-TV	— Twin Falls, Idaho.	870
KERO-TV	— Bakersfield, Calif.	853	KLOR	— Portland, Oreg.	919
KEYD-TV	— Minneapolis-St. Paul, Minn.	890	KLRJ-TV	— Henderson, Nev.	898
KEY-T	— Santa Barbara, Calif.	830	KLTV	— Tyler-Longview, Tex.	946
KFAR-TV	— Fairbanks, Alaska.	959	KLZ-TV	— Denver, Colo.	862
KFBB	— Great Falls, Mont.	896	KMAU	— Wailuku, Hawaii.	960
KFBC-TV	— Cheyenne, Wyo.	959	KMBC-TV	— Kansas City, Mo.	893
KFDA-TV	— Amarillo, Tex.	935	KMID-TV	— Midland, Tex.	942
KFDM-TV	— Beaumont, Tex.	935	KMJ-TV	— Fresno, Calif.	853

Station	City—State	Page	Station	City—State	Page
KMMT	— Austin, Minn.	890	KSWO-TV	— Lawton, Okla.	918
KMTV	— Omaha, Nebr.	897	KSWS-TV	— Roswell, N. Mex.	899
KMVI-TV	— Wailuku, Hawaii	960	KSYD-TV	— Wichita Falls, Tex.	949
KNOE-TV	— Monroe, La.	881	KTAG-TV	— Lake Charles, La.	880
KNOX-TV	— Grand Forks, N. Dak.	911	KTBC-TV	— Austin, Tex.	935
KNTV	— San Jose, Calif.	859	KTBS-TV	— Shreveport, La.	882
KNXT	— Los Angeles, Calif.	855	KTEN	— Ada, Okla.	918
KOA-TV	— Denver, Colo.	862	KTHV	— Little Rock, Ark.	851
KOAM-TV	— Pittsburg, Kans.	877	KTIV	— Sioux City, Iowa	877
KOAT-TV	— Albuquerque, N. Mex.	899	KTLA	— Los Angeles, Calif.	855
KOB-TV	— Albuquerque, N. Mex.	899	KTNT-TV	— Tacoma, Wash.	954
KOIN-TV	— Portland, Oreg.	919	KTRE-TV	— Lufkin, Tex.	941
KOLN-TV	— Lincoln, Nebr.	896	KTRK-TV	— Houston, Tex.	940
KOMO-TV	— Seattle, Wash.	953	KTSM-TV	— El Paso, Tex.	939
KOMU-TV	— Columbia, Mo.	893	KTTS-TV	— Springfield, Mo.	895
KONA	— Honolulu, Hawaii	960	KTTV	— Los Angeles, Calif.	855
KOOK-TV	— Billings, Mont.	896	KTVA	— Anchorage, Alaska	959
KOOL-TV	— Phoenix, Ariz.	850	KTVE	— Longview, Tex.	940
KOPO-TV	— Tucson, Ariz.	850	KTVF	— Fairbanks, Alaska	959
KOSA-TV	— Odessa, Tex.	942	KT VH	— Hutchinson, Kans.	877
KOTA-TV	— Rapid City, S. Dak.	930	KT VI	— St. Louis, Mo.	896
KOTV	— Tulsa, Okla.	919	KT VK	— Phoenix, Ariz.	850
KOVR	— Stockton, Calif.	860	KT VO	— Ottumwa, Iowa	876
KPAR-TV	— Sweetwater, Tex.	946	KT VR	— Denver, Colo.	861
KPHO-TV	— Phoenix, Ariz.	850	KT VT	— Salt Lake City, Utah	951
KPIC	— Roseburg, Oreg.	920	KT VU	— Stockton, Calif.	860
KPIX	— San Francisco, Calif.	859	KT VW	— Tacoma, Wash.	954
KPLC-TV	— Lake Charles, La.	880	KT VX	— Muskogee, Okla.	918
KPRC-TV	— Houston, Tex.	939	KT XL-TV	— San Angelo, Tex.	942
KPTV	— Portland, Oreg.	920	KULA-TV	— Honolulu, Hawaii	960
KQTV	— Fort Dodge, Iowa	876	KUTV	— Salt Lake City, Utah	951
KRBB	— El Dorado, Ark.	851	KVAL-TV	— Eugene, Oreg.	919
KRBC-TV	— Abilene, Tex.	935	KVAR	— Mesa, Ariz.	850
KRCA	— Hollywood, Calif.	855	KVDO-TV	— Corpus Christi, Tex.	936
KRCG-TV	— Jefferson City, Mo.	893	KVEC-TV	— San Luis Obispo, Calif.	859
KRDO-TV	— Colorado Springs, Colo.	861	KVOA-TV	— Tucson, Ariz.	851
KREM-TV	— Spokane, Wash.	953	KVOO-TV	— Tulsa, Okla.	919
KRGV-TV	— Weslaco, Tex.	949	KVOS-TV	— Bellingham, Wash.	953
KRLD-TV	— Dallas, Tex.	936	KVTV	— Sioux City, Iowa	877
KRNT-TV	— Des Moines, Iowa	875	KVVG	— Tulare, Calif.	860
KROC-TV	— Rochester, Minn.	891	KWK-TV	— St. Louis, Mo.	895
KROD-TV	— El Paso, Tex.	939	KWTV	— Oklahoma City, Okla.	918
KRON-TV	— San Francisco, Calif.	859	KW TX-TV	— Waco, Tex.	946
KSAN-TV	— San Francisco, Calif.	859	KWWL-TV	— Waterloo, Iowa	877
KSBW-TV	— Salinas-Montgomery, Calif.	857			
KSD-TV	— St. Louis, Mo.	895			
KSL-TV	— Salt Lake City, Utah	951			
KSLA	— Shreveport, La.	882			
KSTF	— Scottsbluff, Nebr.	897			
KSTP-TV	— St. Paul-Minneapolis, Minn.	891			
KSWM-TV	— Joplin, Mo.	893			



TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KXJB-TV	— Valley City, N. Dak.	911	WCCO-TV	— Minneapolis, Minn.	890
KXLF-TV	— Butte, Mont.	896	WCBS-TV	— Charleston, W. Va.	954
KXLY-TV	— Spokane, Wash.	954	WCIA	— Champaign, Ill.	870
KYTV	— Springfield, Mo.	895	WCMB-TV	— Harrisburg, Pa.	922
KYW-TV	— Cleveland, Ohio.	913	WCNY-TV	— Carthage, N. Y.	901
KZTV	— Reno, Nev.	898	WCOV-TV	— Montgomery, Ala.	850
WAAM-TV	— Baltimore, Md.	883	WCPO-TV	— Cincinnati, Ohio.	913
WABC-TV	— New York, N. Y.	903	WCSC-TV	— Charleston, S. C.	929
WABD	— New York, N. Y.	903	WCSH-TV	— Portland, Maine	882
WABI-TV	— Bangor, Maine.	882	WCTV	— Tallahassee, Fla.	866
WABT	— Birmingham, Ala.	849	WDAF-TV	— Kansas City, Mo.	895
WAFB-TV	— Baton Rouge, La.	880	WDAK-TV	— Columbus, Ga.	869
WAGA-TV	— Atlanta, Ga.	868	WDAN-TV	— Danville, Ill.	871
WAIM-TV	— Anderson, S. C.	929	WDAY-TV	— Fargo, N. Dak.	911
WAKR-TV	— Akron, Ohio.	913	WDBJ-TV	— Roanoke, Va.	952
WALA-TV	— Mobile, Ala.	849	WDBO-TV	— Orlando, Fla.	866
WALB-TV	— Albany, Ga.	867	WDEF-TV	— Chattanooga, Tenn.	931
WAPA-TV	— San Juan, Puerto Rico.	960	WDSM-TV	— Duluth-Superior, Minn.	890
WARD-TV	— Johnstown, Pa.	922	WDSU-TV	— New Orleans, La.	881
WARM-TV	— Scranton, Pa.	925	WDXI-TV	— Jackson, Tenn.	931
WAST	— Hagaman, N. Y.	901	WEAR-TV	— Pensacola, Fla.	866
WATE-TV	— Knoxville, Tenn.	931	WEAT-TV	— West Palm Beach, Fla.	867
WATR-TV	— Waterbury, Conn.	863	WEAU-TV	— Eau Claire, Wis.	956
WATV	— Newark, N. J.	899	WEEK-TV	— Peoria, Ill.	871
WAVE-TV	— Louisville, Ky.	879	WEHT	— Henderson, Ky.	880
WBAL-TV	— Baltimore, Md.	883	WENS	— Pittsburgh, Pa.	925
WBAP-TV	— Fort Worth, Tex.	939	WEWS	— Cleveland, Ohio.	915
WBAY-TV	— Green Bay, Wis.	956	WFAA-TV	— Dallas, Tex.	936
WBBM-TV	— Chicago, Ill.	870	WFAM-TV	— Lafayette, Ind.	873
WBEN-TV	— Buffalo, N. Y.	901	WFBC-TV	— Greenville, S. C.	930
WBKB	— Chicago, Ill.	871	WFBG-TV	— Altoona, Pa.	920
WBLN	— Bloomington, Ill.	870	WFBM-TV	— Indianapolis, Ind.	873
WBNS-TV	— Columbus, Ohio.	915	WFIE	— Evansville, Ind.	873
WBOC-TV	— Salisbury, Md.	885	WFIL-TV	— Philadelphia, Pa.	923
WBRC-TV	— Birmingham, Ala.	849	WFLA-TV	— Tampa, Fla.	866
WBRE-TV	— Wilkes-Barre, Pa.	927	WFLB-TV	— Fayetteville, N. C.	937
WBRZ	— Baton Rouge, La.	880	WFMJ-TV	— Youngstown, Ohio.	917
WBTB	— Charlotte, N. C.	907	WFMV-TV	— Greensboro, N. C.	907
WBTW	— Florence, S. C.	930	WFRV-TV	— Green Bay, Wis.	956
WBUF-TV	— Buffalo, N. Y.	901	WGAL-TV	— Lancaster, Pa.	923
WBZ-TV	— Boston, Mass.	885	WGAN-TV	— Portland, Maine	883
WCAU-TV	— Philadelphia, Pa.	923	WGBI-TV	— Scranton, Pa.	925
WCAX-TV	— Burlington, Vt.	951	WGBS-TV	— Ft. Lauderdale, Fla.	865
WCBS-TV	— New York, N. Y.	903			

Station	City—State	Page	Station	City—State	Page
WGEM-TV	Quincy, Ill.	872	WJIM-TV	Lansing, Mich.	889
WGLV-TV	Easton, Pa.	922	WJMR-TV	New Orleans, La.	882
WGN-TV	Chicago, Ill.	871	WJNO-TV	Palm Beach, Fla.	865
WGR-TV	Buffalo, N. Y.	901	WJTV	Jackson, Miss.	891
WGTH-TV	Hartford, Conn.	862	WJW-TV	Cleveland, Ohio	915
WGVJ	Greenville, S. C.	930	WKAQ-TV	San Juan, P. R.	960
WHAM-TV	Rochester, N. Y.	904	WKBN-TV	Youngstown, Ohio	917
WHAS-TV	Louisville, Ky.	879	WKBT	LaCrosse, Wis.	956
WHBF-TV	Rock Island, Ill.	872	WKJG-TV	Fort Wayne, Ind.	873
WHBQ-TV	Memphis, Tenn.	931	WKNB-TV	New Britain, Conn.	862
WHEC-TV	Rochester, N. Y.	904	WKNX-TV	Saginaw, Mich.	889
WHEN-TV	Syracuse, N. Y.	904	WKNY-TV	Kingston, N. Y.	903
WHIO-TV	Dayton, Ohio	917	WKOW-TV	Madison, Wis.	956
WHIS-TV	Bluefield, W. Va.	954	WKRC-TV	Cincinnati, Ohio	913
WHIZ-TV	Zanesville, Ohio	918	WKRQ-TV	Mobile, Ala.	849
WHO-TV	Des Moines, Iowa	875	WKTV	Utica, N. Y.	905
WHP-TV	Harrisburg, Pa.	922	WKY-TV	Oklahoma City, Okla.	919
WHTN-TV	Huntington, W. Va.	955	WKZO-TV	Kalamazoo, Mich.	889
WHUM-TV	Reading, Pa.	925	WLAC-TV	Nashville, Tenn.	932
WHYN-TV	Springfield-Holyoke, Mass.	886	WLBC-TV	Muncie, Ind.	874
WIBW-TV	Topeka, Kans.	879	WLBT	Jackson, Miss.	891
WICA-TV	Ashtabula, Ohio	913	WLEV-TV	Bethlehem, Pa.	920
WICC-TV	Bridgeport, Conn.	862	WLEX-TV	Lexington, Ky.	880
WICS	Springfield, Ill.	872	WLOS-TV	Asheville, N. C.	907
WICU	Erie, Pa.	922	WLVA-TV	Lynchburg, Va.	951
WILK-TV	Wilkes-Barre, Pa.	927	WLW-A	Atlanta, Ga.	867
WIMA-TV	Lima, Ohio	917	WLW-C	Columbus, Ohio	915
WINK-TV	Fort Meyers, Fla.	865	WLW-D	Dayton, Ohio	915
WINT	Waterloo, Ind.	874	WLW-T	Cincinnati, Ohio	913
WIRI	Plattsburg, N. Y.	904	WMAL-TV	Washington, D. C.	864
WIS-TV	Columbia, S. C.	929	WMAR-TV	Baltimore, Md.	885
WISE-TV	Asheville, N. C.	907	WMAZ-TV	Macon, Ga.	869
WISH-TV	Indianapolis, Ind.	873	WMBR-TV	Jacksonville, Fla.	865
WISN-TV	Milwaukee, Wis.	958	WMBV-TV	Marinette, Wis.	958
WITN	Washington, N. C.	909	WMCT	Memphis, Tenn.	931
WITV	Ft. Lauderdale, Fla.	865	WMFD-TV	Wilmington, N. C.	909
WJAC-TV	Johnstown, Pa.	923	WMGT-TV	Adams, Mass.	885
WJAR-TV	Providence, R. I.	929	WMSL-TV	Decatur, Ala.	849
WJBF-TV	Augusta, Ga.	868	WMT-TV	Cedar Rapids, Iowa	875
WJBK-TV	Detroit, Mich.	889	WMTV	Madison, Wis.	958
WJDM	Panama City, Fla.	866	WMTW	Poland Spring, Maine	882
WJHL-TV	Johnson City, Tenn.	931	WMUR-TV	Manchester, N. H.	899
WJHP-TV	Jacksonville, Fla.	865	WNAC-TV	Boston, Mass.	885



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Station	City—State	Page	Station	City—State	Page
WNBF-TV	— Binghamton, N. Y.	901	WSLS-TV	— Roanoke, Va.	953
WNBQ	— Chicago, Ill.	871	WSM-TV	— Nashville, Tenn.	932
WNCT	— Greenville, N. C.	907	WSPD-TV	— Toledo, Ohio	917
WNDU-TV	— South Bend, Ind.	874	WSTV-TV	— Steubenville, Ohio	917
WNEM-TV	— Bay City-Saginaw, Mich.	887	WSUN-TV	— St. Petersburg, Fla.	866
WNHC-TV	— New Haven, Conn.	863	WSVA-TV	— Harrisburg, Va.	951
WNAO-TV	— Raleigh, N. C.	909	WSYR-TV	— Syracuse, N. Y.	905
WNOK-TV	— Columbia, S. C.	929	WTAP	— Parkersburg, W. Va.	955
WNOW-TV	— York, Pa.	927	WTAR-TV	— Norfolk, Va.	952
WOAI-TV	— San Antonio, Tex.	946	WTCN-TV	— Minneapolis, Minn.	890
WOAY-TV	— Oak Hill, W. Va.	955	WTHI	— Terre Haute, Ind.	874
WOC-TV	— Davenport, Iowa	875	WTMJ-TV	— Milwaukee, Wis.	958
WOI-TV	— Ames, Iowa	875	WTOB-TV	— Winston-Salem, N. C.	910
WOOD-TV	— Grand Rapids, Mich.	889	WTOC-TV	— Savannah, Ga.	869
WOR-TV	— New York, N. Y.	903	WTOK-TV	— Meridian, Miss.	891
WOW-TV	— Omaha, Nebr.	897	WTOM-TV	— Lansing, Mich.	889
WPAG-TV	— Ann Arbor, Mich.	887	WTOP-TV	— Washington, D. C.	864
WPBN-TV	— Traverse City, Mich.	889	WTOV-TV	— Norfolk, Va.	952
WPFH	— Wilmington, Del.	864	WTPA	— Harrisburg, Pa.	922
WPIX	— New York, N. Y.	903	WTRF-TV	— Wheeling, W. Va.	956
WPRO-TV	— Providence, R. I.	929	WTSK-TV	— Knoxville, Tenn.	931
WRBL-TV	— Columbus, Ga.	869	WTTG	— Washington, D. C.	864
WRC-TV	— Washington, D. C.	864	WTTV	— Bloomington, Ind.	873
WRCA-TV	— New York, N. Y.	904	WTVD	— Durham, N. C.	907
WRCV-TV	— Philadelphia, Pa.	925	WTVH-TV	— Peoria, Ill.	872
WRDW-TV	— Augusta, Ga.	869	WTVJ	— Miami, Fla.	865
WREC-TV	— Memphis, Tenn.	932	WTVN-TV	— Columbus, Ohio	915
WREX-TV	— Rockford, Ill.	872	WTVO	— Rockford, Ill.	872
WRGB	— Schenectady, N. Y.	904	WTVP	— Decatur, Ill.	871
WROM-TV	— Rome, Ga.	869	WTVR	— Richmond, Va.	952
WROW-TV	— Albany, N. Y.	901	WTVT	— Tampa, Fla.	866
WSAU-TV	— Wausau, Wis.	958	WTVU	— Scranton, Pa.	927
WSAV-TV	— Savannah, Ga.	869	WTVY	— Dothan, Ala.	849
WSAZ-TV	— Huntington, W. Va.	955	W.TWO	— Bangor, Maine	882
WSB-TV	— Atlanta, Ga.	868	WUSN-TV	— Charleston, S. C.	929
WSBA-TV	— York, Pa.	927	WVEC-TV	— Hampton-Norfolk, Va.	951
WSBT-TV	— South Bend, Ind.	874	WVET-TV	— Rochester, N. Y.	904
WSEE	— Erie, Pa.	922	WWJ-TV	— Detroit, Mich.	887
WSFA-TV	— Montgomery, Ala.	850	WWLP	— Springfield, Mass.	886
WSIL-TV	— Harrisburg, Ill.	871	WWTV	— Cadillac, Mich.	887
WSIX-TV	— Nashville, Tenn.	932	WXEX-TV	— Petersburg, Va.	952
WSJS-TV	— Winston-Salem, N. C.	909	WXIX	— Milwaukee, Wis.	958
WSJV	— Elkhart, Ind.	873	WXYZ-TV	— Detroit, Mich.	887

WABT—Birmingham—1949 ABC-CBS

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

WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Bus. Studio Address.....P. O. 5957
Phone Number.....4-4701
Air Time.....18 hours daily
News Service.....AP
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
V.P. & Mgr. Dir.....J. Robert Kerns
Commercial Mgr.....Oliver Naylor
Prog. Dir., Film Mgr.....M. D. Smith, III
Promotion, Pub. Dir.....Sterling Madding
Dir. of News; Sp. Events.....Davenport Smith
Chief Eng.....Robert L. Dupriest

WMSL-TV—Decatur—1954 NBC

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 Mullaney

WTVY—Dothan—1955 ABC-CBS

Channel: 9 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Box 1242
Representative.....Young TV; Clarke Brown
Executive V.P.....F. E. Busby

WALA-TV—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

WKRQ-TV—Mobile—1955 CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100
Owned-Operated By.....WKRQ-TV Inc.
Address.....162 Louis St.
Phone Number.....HE 2-5505
Air Time.....17½ hours
News Service.....AP
Representative.....Avery Knodel
Membership.....NARTB
President.....Kenneth R. Giddens
Gen. Mgr., Program Director...C. P. Persons, Jr.
Prom., Pub. Dir.....Sara J. Johnson
Production Manager.....Robert L. Johns
Chief Engineer.....James L. Evans

**DOMINATING
ALABAMA**

WBRC-TV

CHANNEL—6

BIRMINGHAM

CBS

**MAXIMUM POWER
A STORER STATION**

NAT. REPS. — THE KATZ AGENCY

WCOV-TV—Montgomery
1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Adrian Lane
Phone Number.....5-3561
Air Time.....12½ hours daily
News Service.....UP
Representative.....Paul H. Raymer
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prog., Prom. Dir.....Caldwell Stewart
Dir. of News.....Bob Underwood
Production Manager.....Phil Taylor
Chief Engineer.....W. D. Weatherly
Film Manager.....Bob House
Consulting Eng.....W. J. Holey

WSFA-TV—Montgomery
1954—NBC

Channel: 12...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Business Address.....10 East Deland
Phone Number.....5-1251
Air Time.....16 hours daily
Newspaper Affil.....Okla. Publishing Co.
News Service.....AP
Membership.....NARTB, TvB
Representative.....Katz
V.P., Sta. Mgr.....Hoyl Andres
Commercial Mgr.....J. C. Hughes
Prog. Dir., Film Mgr.....R. F. Doty
Prom., Publicity Dir.....R. L. Tuttle
News Director.....Frank McGee
Production Mgr.....Gene Jacobsen
Chief Engineer.....R. M. Hayward

ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,000—TV Homes 185,772
Stations in State 7

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.....14½ hours
Representative.....Raymer
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
Film Director.....Betty Campbell
Chief Engineer.....A. C. Anderson

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
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

KPHO-TV—Phoenix—1949
CBS

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
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

KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....Box 5068
Phone Number.....AMherst 6-5691
Air Time.....9½ hours
News Service.....UP
Station Representative.....Weed TV
President.....Ernest McFarland
General Manager.....Leon Nowell
Station Manager.....Roger Van Duzer
Comm. Manager.....Burton B. LaDow
Program Director.....Carl Kent
Dir. of News, Sp. Events.....Don Tuckerwood
Publicity Director.....Jim Silvius
Film Manager.....Wes Hallett
Chief Engineer.....Bob Latham

KOPO-TV—Tucson—1952
CBS

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. Mitterdorf
Commercial Manager.....Bernie Perlin
Program Director.....Paul Plunkett
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: 4.3 Kw...VP: 7.3 Kw.
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Phone Number.....3-2555
Air Time.....12 hours
Representative.....Paul H. Raymer
President.....Clinton D. McKinnon
Business Manager.....Harper M. Phillips
Sales Manager.....John C. Underwood
Program Director.....James W. Hays
News Director.....James H. Maize
Prod. Manager.....I. D. Cable
Film Manager.....William W. Cook
Chief Engineer.....Raymond H. Holsclaw
Consulting Engineer.....George C. Davis

KIVA—Yuma—1953
NBC-CBS

Channel: 11 VHF...AP: 2.5 Kw...VP: 5 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
Phone Number.....State 6-8311
Air Time.....10 hours
News Service.....AP
Membership.....NARTB
President.....Donald Ellsworth
General Manager.....Ray C. Smucker
Station Manager.....Leavenworth Wheeler
Prom., Pub. Director.....Ruth Gilmore
Dir. of News, Sp. Events.....Glenn Edwards
Consulting Engineer.....John Mullaney
Program Director.....Bob Garinger
Production Manager.....Hayes Stuart
Film Manager.....Aretta Crowell
Chief Eng.....Roland Yount

ARKANSAS

Pop. Feb. 1, 1956 (Est.) 1,895,000—TV Homes 271,544
Stations in State 5

KRBB—El Dorado—1955
NBC

Channel: 10 vhf...AP: 24 Kw...VP: 12 Kw.
Owned-Oper. By...S. Arkansas TV Co., Inc.
Address.....Garret Hotel
Phone Number.....UN 2-3480
Station Representative.....Pearson
President.....Joe F. Rushton
General Manager.....Bill Bigley
Prod. Manager.....Vernon Williamson
Film Manager.....A. Roberts
Chief Engineer.....Carroll W. Blewster
Consulting Engineer.....Robert M. Silliman

KFSA-TV—Fort Smith—1953
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.....SUNset 2-9126
Newspaper Affil.....Southwest American
Representative.....Pearson
Pres., Gen. Manager.....D. W. Reynolds
Sta., Comm. Manager.....Roland Hundley
Prog. Dir., Prod. Mgr.....Pat Porta
Dir. of News & Sp. Events.....Harry Freeman
Promotion Director.....John Witt
Publicity Director.....Bill Poe
Film Manager.....Charles Putman
Chief Engineer.....Robert W. Platt, Jr.
Consulting Engineer.....T. A. M. Craven

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By Arkansas Radio & Equip. Co.
Address.....1001 Spring Street
Phone.....FRanklin 6-2481
Representative.....Petry
President.....T. H. Barton
General Manager.....T. K. Barton
Ass't Sta. 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 Schartz
Film Manager.....Ray North
Chief Engineer.....L. C. "Champ" Smith
Consulting Engineer...Craven, Lohnes & Culver

KTHV—Little Rock—1955
CBS

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Arkansas TV Co.
Address.....313 Main St.
Phone Number.....FRanklin 4-2293
Newspaper Affil.....Arkansas Democrat
Station Representative.....Bramham
President.....K. A. Engel
Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Program Director.....Cecil Bland
Prom., Pub. Director.....R. E. Brown
Dir. of News, Sp. Events.....Bill Neel
Production Manager.....Ernie Byrne
Film Manager.....Jack Bomar
Chief Engineer.....Cecil Suitt
Consulting Engineer.....A. Earl Cullem, Jr.

KATV—Pine Bluff—1953
CBS-ABC

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Business Address.....100 Williams Road
Phone Number.....3880
Representative.....Avery-Knode1 Inc.
President.....John T. Griffin
General Manager.....John H. Fugate
Comm. Manager.....Ben Holmes
Program Director.....Don B. Curran
Prod., Film Manager.....James Cowser
Dir. of News & Sp. Events.....W. H. Hadley
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett
Consulting Engineer.....Paul Godley Co.

KJEO

TV

covers

*Latest Survey Shows
KJEO-TV First—Morning,
Afternoon and Night*

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**...THE GREAT CENTRAL
CALIFORNIA MARKET**
(the richest per capita market in the world)

**WITH EXCLUSIVE
CBS-TV and ABC-TV**

O'NEILL BROADCASTING COMPANY
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA

KBAK-TV—Bakersfield 1953—ABC

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....Box 1448
Phone Number.....FA 4-6421
Air Time.....12 hours daily
News Service.....UP
Newspaper Affil.....San Francisco Chronicle
Representative.....Weed
Membership.....NARTB, TvB
President.....Harold P. See
Station Manager.....A. H. Constant
Chief Engineer.....James Garner
Consulting Engineer.....Robert Hammett

KERO-TV—Bakersfield 1953—CBS-NBC

Channel: 10 VHF..AP: 15.1 Kw..VP: 30.2 Kw.
Owned-Oper. By.....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number.....FAirview 7-1441
Air Time.....16 hours
News Service.....UP
Representative.....Hollingbery
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Nat. Sales Mgr.....Edward Urner
Operations Director.....Kenneth Croes
Local Sales Manager.....John Barrett
Publicity Director.....Deloris Brigham
Production Manager.....Bruce Fleming
Film Manager.....John Ballinger
Chief Engineer.....Edwin Andress
Consulting Engineer.....Robert Hammett

KHSL-TV—Chico—1953 CBS-NBC-ABC

Channel: 12 VHF..AP: 38 Kw..VP: 63.1 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 E. 4th St.
Phone Number.....Fireside 2-0141
Air Time.....9 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Comm. Manager.....Jerry Pero
Prod. Mgr., Prog. Dir.....Martin Jacobsen
Prom., Pub. Director.....Ted Doolsey
Film Manager.....Wm. Windsor
Chief Engineer.....Russell B. Pope
Consulting Engr.....Kear & Kennedy

KIEM-TV—Eureka—1953 CBS-NBC-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 3-3123
Air Time.....Full Time
News Service.....UP

Representative.....Hoag, Blair
Membership.....NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....Walter Riehartz
Promotion Director.....G. Fuller
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King
Consulting Engineers.....Lohnes & Culver

KJEO-TV—Fresno—1953 ABC-CBS


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.....Bramham
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

Channel: 24 UHF..AP: 91.2 Kw..VP: 170 Kw.
Owned-Operated By.....McClatchy Bcstg. Co.
Address.....1559 Van Ness
Representative.....Raymer
Air Time.....14½ hours daily
News Service.....AP, UP
Membership.....NARTB, TvB
Film Buyer.....Perry Nelson
Commercial Manager.....Wilson Lefler
Program Manager.....Joe Tomes
Traffic Manager.....Marion Anderson
Production Manager.....Tom Flynn
Film Editor.....Bill Curtis
News & Special Events.....Dean Mell
Film Editor.....William Curtis
Chief Engineer.....James B. Hancock
Consulting Engineer.....G. C. Davis

KCOP-TV—Hollywood—1953

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus.-Studio Address.....1000 Cahuenga Blvd.
Phone Number.....HUDson 2-7311
Air Time.....Full Time
News Service.....UP
Representative.....Weed
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Amos T. Baron
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Promotion Director.....Charles Vance
Film Mgr.....Mattie Tippitt
Prod. Manager.....Dan Lindquist
Chief Engineer.....Marvin Wentworth



POWER TOWER

High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.

This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.

PENETRATING PERFORMANCE

High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "down-tilted" antenna.

RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.

In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.

From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.

Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.

for lasting impressions in the **SOUTHERN CALIFORNIA** market

KRCA-4 LOS ANGELES
represented by NBC spot sales

KRCA—Hollywood—1949
NBC

Channel: 4 VHF. AP: 23.5 Kw. VP: 47 Kw.
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
Program Director.....Dean Craig
Promotion Director.....Jack Kenaston
Director of News.....John Thompson
Operations Manager.....James Damon
Publicity Director.....Jack Kenaston
Film Manager.....George Burke
Chief Engineer.....John Knight

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
(SEE PAGE 856)

KNXT—Los Angeles—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.....WEBster 8-3011
Air Time.....19½ 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.
Business Manager.....Larry Lazarus
Gen. Sls. Manager.....R. D. Wood
Executive Prod.....Robert Quinlan
Oper. & Traf. Manager.....D. Rosenquest
Program Director.....Donald M. Hine
Prom., Publicity Director.....Dean D. Linger
Director News & Sp. Events.....Sam Zelman
Production Manager.....Bill Alcine
Film Manager.....Bob Hurlbut
Tech. Oper. Mgr.....H. W. Pangborn

KHJ-TV—Los Angeles—1948

Channel: 9. AP: 81 Kw. 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.....INS, UP
President, General Teleradio. Thomas F. O'Neil
Pres., (Don Lee, Div.).....Willet H. Brown
General Manager.....John Reynolds
Program Director.....James Higson
Commercial Manager.....Howard Wheeler
Promotion Director.....Robert M. Light
Dir. News & Sp. Events.....Les Mawhinney
Production Manager.....Pat Marrison
Publicity Director.....Bill Barron
Chief Engineer.....Robert Arne

KTTV—Los Angeles—1949

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
Local Sales Mgr.....L. H. Norins
Program Dir.....Robert Breckner
Promotion Dir.....Jack O'Mara
Dir. of News, Spec. Events.....Bill Welsh
Sales Service Mgr.....Val Conte
Publicity Dir.....Reavis Winckler
Film Manager.....Richard Woollen
Chief Engineer.....Edward Benham

KTLA—Los Angeles—1947

Channel: 5. AP: 15 Kk. VP: 30 Kw.
Owned-Oper.....Paramount TV Productions, Inc.
Business Studio Address.....5451 Marathon St.
Phone Number.....HOLlywood 9-3181
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
(SEE PAGE 858)

***ALL on the fastest moving
station in Los Angeles!***

MICKEY MOUSE CLUB

ANDY'S GANG

WHAT'S THE NAME
OF THAT SONG?

AL JARVIS' MAKE
BELIEVE BALLROOM

BUFFALO BILL, JR.

WILD BILL HICKOK

SHEENA, QUEEN
OF THE JUNGLE

GLAMOUR GIRL

JACK OWENS SHOW

CHUCKO'S CARTOONS

CISCO KID

SKY KING

PLUS . . .

ALL ABC NETWORK SHOWS

CHANNEL



KABC-TV

the station with *life*

KBET-TV—Sacramento
1955

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

KCCC-TV—Sacramento
1953—CBS-NBC-ABC

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

KCRA-TV—Sacramento—1955
NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Representative.....Edward Petry
Pres., Gen. Mgr.....Ewing C. Kelly

KSBW-TV—Salinas-
Montgomery—1953
ABC-CBS-NBC

Channel: 8 VHF...AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcatg. Corp.
Address.....P. O. Box 1651
Representative.....Hollingbery Co.
Pres., Gen., Sta. Mgr.....John Cohan
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

KFSD-TV—San Diego—1953
NBC-ABC

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Phone Number.....CYpress 8-7151
Air Time.....17 hours daily
Representative.....Katz
Membership.....NARTB
President.....James G. Rogers, Jr.
General Manager.....William E. Goetze
Studio Manager.....William Hollenbeck
Sales Manager.....Jay Groll
Executive Director.....Winter Horton
Prom. & Merchan. Mgr.....Harold K. Boone

San Diego's Sales Woman
of the year . . .

LYNN TAYLOR

hostess of
"Pantry Playhouse"

where
movies are better than ever

NBC **KFSD-TV**

represented nationally by
THE KATZ AGENCY



An aerial black and white photograph of Los Angeles, showing a dense urban landscape with numerous buildings and a complex network of highways. A white rectangular box is overlaid on the left side of the image, containing promotional text for KTLA. Another white box is overlaid on the right side, containing a list of program achievements.

In Los Angeles

IT'S KTLA
CHANNEL 5

KTLA has more top-rated *'five'* programming than any other station in Los Angeles!

KTLA has the top *15* eastern television shows in Los Angeles!

KTLA has the top television *'marionette'* show in Los Angeles!

KTLA has the top *local musical* television shows in Los Angeles!

KTLA has the top *local cartoon* show for youngsters!

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

News Editor.....Lionel Van Deerlin
 Publicity Director.....L. Allard
 Chief Engineer.....LeRoy A. Bellwood
 Consulting Engineer...A. Earl Cullwood, Jr.

KFMB-TV—San Diego—1949
ABC-CBS

Channel: 8 VHF..AP: 316 Kw..VP: 158 Kw.
 Owned...Wrather-Alvarez Broadcasting, Inc.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Belmont 2-2114
 Air Time.....18 hours daily
 Representative.....Petry
 News Service.....AP, UP
 Membership.....NARTB, TvB
 President.....Jack D. Wrather
 Vice President.....Maria Helen Alvarez
 Gen., Sta. Manager.....George Whitney
 Comm. Manager.....Bill Fox
 Prog. Director.....Jim Harmon
 Dir. of News & Sp. Events.....Stuart A. Batt
 Production Manager.....George Stantis
 Prom., Pub. Rel.....Dan Bellus
 Film Manager.....Del Gay
 Chief Engineer.....Charles Abel
 Consulting Engineer.....G. C. Davis

KGO-TV—San Francisco
1949—ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper...Amer. Bcstg. Paramount Thtrs.
 Address.....277 Golden Gate Ave.
 Phone Number.....UN 3-0077
 Air Time.....13 hours
 Representative.....Petry
 News Service.....AP, INS, UP
 Membership.....TvB, NARTB
 President (ABC)...Robert E. Kintner
 V.P., Gen., Sta. Mgr.....James H. Connolly
 Station Mgr.....Vincent Francis
 Comm. Mgr.....David Sacks
 Dir. of Exploitation.....Jon W. Barkhurst
 Promotion Director.....Vic Reed
 Production Manager.....Edward Smith
 Program Director.....Russell Baker
 Publicity Director.....Gordon Grannis
 Film Manager.....Robert Mitchell
 Chief Engineer.....Harry Jacobs
 Construction Engineer.....Kear & Kennedy

KPIX—San Francisco—1948
CBS-DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Westinghouse Bcstg., Inc.
 Address.....2655 Van Ness Ave.
 Phone Number.....PProspect 6-5100
 Air Time.....17½ hours daily
 News Service.....INS
 Representative.....Katz
 Membership.....NARTB
 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 Address.....901 Mission St.
 Phone Number.....GARfield 1-1100
 News Service.....AP
 Air Time.....18 hours daily
 Newspaper Affiliation.....Chronicle
 Representative.....Free and Peters
 Membership.....NARTB, TvB
 President.....Charles Thieriot
 Gen., Sta. Manager.....Harold P. See
 Comm., Film Mgr.....Norman Louvau
 Program Dir.....Douglas Elleson
 Prom. Director.....R. Irving
 Publicity Director.....Tom Mullahey
 Chief Engineer.....L. Berryhill
 Consulting Engineer.....Robert Hammett

KSAN-TV—San Francisco
1954

Channel: 32 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned & Oper. By.....S. H. Patterson
 Address.....1355 Market Street
 Phone.....MARket 1-8171
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....McGillvra
 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.

KNTV—San Jose—1955

Channel: 11 VHF..AP: 2.68 Kw..VP: 5.36 Kw.
 Owned-Operated By...Standard Radio & TV Co.
 Address.....645 Park Ave.
 Representative.....The Bolling Co.
 General Manager.....Douglas D. Kahle

KVEC-TV—San Luis Obispo
1953—CBS-ABC

Channel: 6 VHF..AP: 8.9 Kw..VP: 16 Kw.
 Owned-Oper. By.....The Valley Electric Co.
 Business Address.....787 Higuera St.
 Phone Number.....San Luis Obispo 1100
 Air Time.....11 hours daily
 News Service.....AP
 Representative.....W. S. Grant Co.
 President.....Christina Jacobson
 General Manager.....Les Hacker
 Commercial Manager.....Si Darrah
 Program Director.....Robert S. Wilton
 Production Director.....Ted Warner
 News Director.....Gary Merker
 Publicity Director.....James Stookey
 Prom., Pub. Dir., Film Mgr.....Earl Muff
 Chief Engineer.....James Cochrane
 Consulting Eng.....Craven, Lohnes & Culver



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...Woodland 5-8533
Air Time...Full Time
News Service...UP
Representative...Hollingbery
Membership...NARTB, TvB
Pres., Gen. Sta. Mgr...Colin M. Selph
Program Director...Russell L. Furse
Dir. of News & Sp. Events...Bill Huddy
Production Mgr...Mary Ann Casey
Prom., Pub. Director...Joe Costantino
Chief Engineer...Lloyd M. Jones
Consulting Engineer...Robert Hammett

KOVR—Stockton—1954
DuM

Channel: 13 VHF...AP: 138 Kw...VP: 73.5 Kw.
Owned & Oper. By...Television Diablo, Inc.
Address...1 Nob Hill Circle
Phone Number...EXbrook 7-0215
Representative...Blair-TV
Pres., General Manager...Terry Hamilton Lee
Commercial Manager...William Rambo
V.P., Programming...Jay Watson
Prom., Publicity Director...Gordon Gramis
V.P., Sales...F. G. King

Production Manager...Bel Lange
Dir. of News & Sp. Events...Dick Wheeler
Film Director...Lloyd Hansen
Chief Engineer...Stanton D. Bennett

K T V U—Stockton—1953—NBC

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.
Owned-Oper. By...San Joaquin Telecasters
Business Address...2293 East Main
Phone...HOWard 5-7271
Newspaper Affiliation...Richmond Independent
Representative...George P. Hollingbery
President...Warren Brown, Jr.
Gen., Station Manager...D. M. Greene
Program Director...David Hume
Chief Engineer...Bruce Joyner

KVVG—Tulare—1953

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By...UHF Telecasting Corp.
Business Address...9126 Sunset Blvd.
Phone Number...BR 2-9236
Representative...Adam-Young
President...M. B. Scott
Gen., Sta., Comm. Mgr...E. David Beatie
Program Director...Charles Scott
Promotion Director...Dorothy Oldham
Dir. News & Sp. Events...Bob Lee
Production Manager...Barney Corwin
Film Manager...Joe Ridgeway
Chief Engineer...Hershell McKensie

CALIFORNIA'S LARGEST SINGLE STATION TV MARKET

The primary KEY-T coverage area includes Ventura, Santa Barbara and San Luis Obispo counties, plus the western portion of Kern County

IN TOTAL AREA:

The KEY-T coverage area is larger than the combined states of Massachusetts, Connecticut and Rhode Island

IN POPULATION:

The KEY-T coverage area is larger than the state of Delaware

IN TOTAL RETAIL SALES:

Three of the counties—Ventura, Santa Barbara and Kern—rank in the top 200 of the 3,070 counties in the U.S.

The only TV station that completely and effectively covers this rich area is KEY-T Channel 3.

REPRESENTED NATIONALLY BY HOLLINGBERY

ABC

CBS

NBC

KEY-T

Channel

3

KKTV—Colorado Springs
1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....510 South Tejon St.
Phone.....MElrose 4-2844
Air Time.....12 hours daily
Membership.....NARTB
Representative.....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Local Sales.....W. B. Rogers
Program Director.....Cecil Seavy
Prom., Pub. Director.....Jack Canterbury
Dir. of News & Sp. Events...John Bartholemew
Prod. Dir., Film Manager.....Carl Pehlman
Chief Engineer.....Willis Shanks
Transmitter Engineer.....Cozey Strang

KRDO-TV—Colorado Springs
1953—NBC

Channel: 13 VHF..AP: 5.8 Kw..VP: 11.5 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.....Avery-Knodel

President, Gen., Sta. Mgr.....Harry Roth
Comm. Manager.....Darold Wilkinson
Program Director.....Jack Finlayson
Promotion Director.....E. P. Kelly
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.....TV Denver, Inc.
Address.....1089 Bannock St.
Phone.....TAbor 5-6386
Air Time.....12 hours daily
News Service.....UP
Membership.....NARTB, TvB
Representative.....Free & Peters
President.....John C. Mullins
Station Manager.....Joseph Herold
National Sls. Mgr.....John Henry
Exec. Prod. Director.....Ray Gallagher
Prom. Director.....Bill Walker
Dir. of News & Pub. Relations..Bill Michelsen
Operations Manager.....Marshall Faber
Transmitter Supervisor.....Carl Bliesner
Consulting Engineer.....E. Earl Cullum, Jr.

KTVR—Denver—1952

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.

THE CLUBHOUSE GANG—MICKEY MOUSE CLUB—ANNIE OAKLEY—DOORWAY TO FAME

DENVER CHILDREN

WIN TIN TIN—DISNEYLAND—SUPERMAN

WATCH

see your *FREE AND PETERS Colonel* for
choice availabilities in
and adjacent to
Denver's leading kid shows

WESTERN PLAYHOUSE—SUPER CIRCUS

KBTV MORE THAN

THE LONE RANGER—SKY KING—RENFREW OF THE MOUNTIES

ANY OTHER

ASK ABOUT KBTV's M. A. P.
PLAN, THE GREATEST
FOOD MERCHANDISING
IDEA YET...

OWNED AND OPERATED BY

T. V. DENVER, INC.

JOHN C. MULLINS

PRESIDENT

STATION

channel **9**

1089 BANNOCK

TABOR 5-6386

Phone Number.....KE 4-8281
 Air Time.....9½ hours daily
 Membership.....NARTB, TvB
 Representative.....Hoag-Blair
 President.....J. Elroy McCaw
 Gen., Sta., Comm. Mgr.....J. R. McKinley
 Prog. Dir., Film Manager.....Dale Morgan
 Pub., Prom., News & Sp. Evts. Dir., C. R. Howard
 Oper. Manager.....B. Robinson
 Chief Engineer.....Tom Morrissey

KLZ-TV—Denver—1953
CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Alladin Radio & TV Inc.
 Business Address.....131 Speer Blvd.
 Phone Number.....Main 3-4271
 Air Time.....17 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
 Publicity Director.....Bill Day
 Dir. of News & Sp. Events.....Sheldon Peterson
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins
 Consulting Engineer.....Jausky & Bailey

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.....NBC Spot Sales
 Air Time.....16 hours daily
 News Service.....INS, UP
 Membership.....NARTB, TvB

CONNECTICUT

Pop. Feb. 1, 1956 (Est.) 2,235,000—TV Homes 609,033
 Stations in State 5

WICC-TV—Bridgeport—1953
ABC

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
 Owned.....Southern Conn. & L. I. TV Co.
 Business Address.....Box 9140
 Air Time.....Full Time
 Phone Number.....AMherst 8-1601
 News Service.....UP
 Representative.....Adam Young
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Comm. Mgr.....Manning Slater
 Promotion Manager.....Joan Fisher
 Film Ed.....Irving Magilnick
 Chief Engineer.....Alvin Andrus
 Consulting Engineer.....McIntosh

WGTH-TV—Hartford—1954
CBS

Channel: 18 UHF..AP: 98.4 Kw..VP: 214 Kw.

Pres., Gen. Manager.....William Grant
 Com. Manager.....William F. MacCrystall
 Program Director.....C. Van Haften
 Dir. of News & Sp. Events.....Ken White
 Consulting Eng.....Kear & Kennedy
 Pub., Prom. Manager.....Dick Harris
 Production Manager.....Heyward Siddons
 Production Supr.....Jim Butts

KFXJ-TV—Grand Junction
1954—ABC-NBC-CBS

Channel: 5 VHF..AP: 776 Kw..VP: 1.29 Kw.
 Owned-Oper. By.....Western Slope Bcstg. Co.
 Address.....P. O. Box 30
 Phone Number.....1300
 Air Time.....7½ hours daily
 News Service.....UP
 Representative.....Hal Holman
 Membership.....NARTB, TvB
 President, Gen. Manager.....Rex Howell
 Sta., Comm., Prod. Mgr.....J. L. Robinson
 Prog., Prom. Director.....Joan Balliger
 Dir. of News & Sp. Events.....Ray Kelley
 Film Manager.....John Scott
 Chief Engineer.....Cecil Whitechurch

KCSJ-TV—Pueblo—1953
NBC

Channel: 5 VHF..AP: 6.8 Kw..VP: 13.6 Kw.
 Owned-Oper. By.....Star Bcstg. Co.
 Business Address.....Television Lane
 Phone Number.....LI 4-5782
 News Service.....AP
 Air Time.....7½ hours daily
 Representative.....Avery-Knode
 Membership.....NARTB
 Sta. Co-ord., Comm. Mgr.....Walter Dennis
 Prog. Dir., Prod., Film Mgr.....Jack Wells
 Dir. News & Sp. Events.....John Douglas
 Prom., Publicity Director.....Lee Ransome
 Chief Engineer.....Marion Cunningham
 Consulting Engineer.....Walter Stiles

Owned.....General-Times Television
 Address.....555 Asylum Street
 Phone Number.....JACKSON 7-9131
 Air Time.....15 hours daily
 Newspaper Affiliation.....Hartford Times
 News Service.....INS, UP
 Representative.....H-R
 President.....Thomas F. O'Neil
 General Manager.....Alex Campbell, Jr.
 Commercial Mgr.....George H. Morris
 Program Director.....John O. Downey
 Dir. News & Sp. Events.....Charles Norwood
 Prod. Manager.....John J. Bell
 Film Manager.....Daniel German
 Chief Engineer.....Rogers B. Holt

WKNB-TV—New Britain
1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
 Owned.....New Britain Bcstg. Co.

Address West Hartford 10
 Phone Number Baldwin 3-3603
 Air Time 18 hours daily
 Representative Bolling
 News Service AP, INS
 President Julian Gross
 Ex. V.P. & Gen. Sta. Mgr. Peter B. Kenney
 National Sales Mgr. David Scott
 Local Sales Mgr. E. Needles
 Pub., Prom. Director Frank Wooding
 Film Manager Phillip B. Hale
 Prog., Prod. Director Robert W. Brcy
 Dir. of News & Sp. Events Barry Barents
 Chief Engineer John Shipley
 Consulting Engineer George C. Davis

WNHC-TV—New Haven
 1948—CBS-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By Elm City Bcstg. Co.
 Business Address 1110 Chapel St.
 Phone Number SP 7-3611
 Air Time 18½ hours daily
 News Service AP, INS
 Representative Katz
 Membership NARTB, TvB
 President Patrick J. Goode
 Gen. Mgr.-Sec.-Treas. Aldo DeDominicis

Exec. V.P. Edward D. Taddei
 Sta. Mgr., Prog. Director Edward C. Obrist
 Vice-Pres. Sales J. Vincent Callanan
 Prom., Pub. Director James W. Evans
 Dir. of News & Sp. Events Rockwell Clark
 Production Mgr. Kenneth Wynne, Jr.
 Film Buyer W. G. Mulvey
 Vice-Pres. Engineering Vincent DeLaurentis

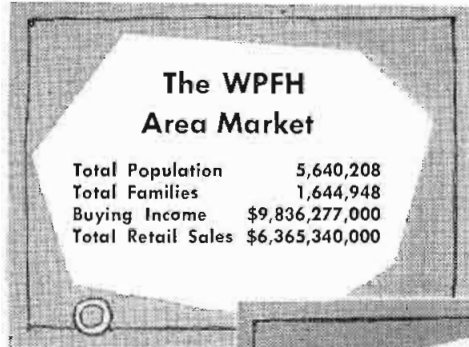
WATR-TV—Waterbury
 1953—ABC

Channel: 53...AP: 125 Kw...VP: 245 Kw.
 Owned-Operated By WATR, Inc.
 Business Address 440 Meadow St.
 Phone Number PL 5-1121
 Air Time 11 hours daily
 News Service UP
 Representative Burke Stuart
 Membership NARTB
 President Harold Thomas
 Gen. Sta., Commercial Mgr. Samuel Elman
 Prog. Dir., Film Manager Astrid Curtis
 Promotion Director Wally King
 Production Manager Gene Valentino
 Publicity Director Wallace F. Gordon
 Dir. News & Sp. Events Robert Gillespie
 Chief Engineer Andrew Toross
 Consulting Engineer Garo Ray

DELAWARE

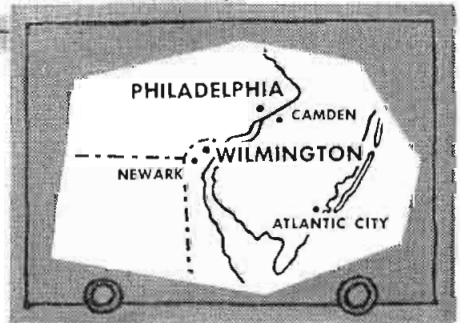
Pop. Feb. 1, 1956 (Est.) 370,000—TV Homes 100,796
 Stations in State 1

CHANNEL
12
WPFH



The
NEW
LOOK
in TV

Serving the
GREATER
Delaware Valley Area



Represented by
MEEKER TV, Inc.

WPFH—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, 1956 (Est.) 875,000—TV Homes 240,760
Stations in State 4

WMAL-TV—Washington, D. C.
1947—ABC

Channel: 7 VHF... AP: 134.5 Kw... VP 252 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address... 4461 Connecticut Ave., N.W.
Phone Number... Kellogg 7-1100
Air Time... 11 hours daily
Newspaper Affiliation... The Evening Star
Membership... NARTB, TvB
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... Richard Randell
Production Manager... Philip Milillo
Film Manager... Robert Morgan
Chief Engineer... Allan Powley
Consulting Engineer... Jansky & Bailey

Business Manager... John A. Lavan
Film Editor... John Johnson
Chief Engineer... John Rogers

WTOP-TV—Washington
1949—CBS

Channel: 9 VHF... AP: 175 Kw... VP: 316 Kw.
Owned-Operated By... WTOP Inc.
Business Address... Broadcast House
Phone Number... Emerson 2-9300
Air Time... Full Time
Newspaper Affiliation... Washington Post
News Service... AP, UP
Representative... CBS TV Spot Sales
President... John S. Hayes
Vice-Pres., TV... George F. Hartford
Comm. Mgr... Robert A. J. Bordley
Dir. of News & Sp. Events... Edward F. Ryan
Pub. & Prom. Director... Robert M. Adams
Film Mgr., Prog. Dir... Thomas B. Jones
Chief Engineer... Lawrence A. Wilkinson

WRC-TV—Washington
1947—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... National Bcstg. Co., Inc.
Bus.-Studio Address... Sheraton Park Hotel
Phone Number... AD 4-5400
Air Time... Full Time
News Service... AP, INS, UP
Representative... NBC Television Spot Sales
Membership... NARTB, TvB
VP & General Mgr... Carleton D. Smith
Director of Sales... Joseph Goodfellow
Local Sales Mgr... Charles de Lozier
Director of Programs... James E. Kovach
Adv. & Prom. Manager... J. K. Phillips
Director of Publicity... Jay Royen
Dir. of News & Sp. Events... Cassius Keller
Dir. of Operations... Lefferts A. McClelland

WTTG—Washington—1947
DuM.

Channel: 5 VHF... AP: 10.5 Kw... VP: 17.5 Kw.
Owned-Oper. By... DuMont Bcstg. Corp.
Business-Studio Address... Hotel Raleigh
Phone Number... Sterling 3-5300
Representative... H-R
Membership... NARTB
President... Bernard Goodwin
V.P., Gen. Manager... Ted Cott
Station Manager... L. G. Arries, Jr.
Sales Manager... George Griesbauer
Dir. Sports & Spec. Events... Weston J. Harris
Prom., Pub. Director... Duncan Miller
Program Director... Frances V. Guidice
Film Director... Louis Lorenzetti
Chief Engineer... Malcolm M. Burleson

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
Representative.....Katz
President.....George B. Storer
Managing Director.....W. M. Koessler
Station Manager.....Noran E. Kersta
Program Director.....John J. Crosby
Promotion Dir.....Robert Nashick
Sales Manager.....Dick Sloan
Chief Engineer.....William Needs
Consulting Eng.....A. E. Cullum, Jr.

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF... AP: 112 Kw... VP: 204 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address.....5500 Hollandale Blvd.
Phone Number.....Hollywood 3-1566
Air Time.....14 hours daily
Representative.....Forjoe
President.....Russell E. Lowell
Gen., Sls., Comm. Mgr.....C. Edw. Little
Sta. Mgr., Prog. Dir.....Steve Zinn
Dir. of News & Sp. Events.....William Bayer
Publicity Director.....Louise Richards
Film Manager.....John Murphy, Jr.
Chief Engineer.....Bill Latham
Consulting Engs.....Craven, Lohnes & Culver

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
Representative.....Weed
General Mgr.....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine

WJHP-TV—Jacksonville 1953—NBC-ABC

Channel: 36 UHF... AP: 136 Kw... VP: 276 Kw.
Owned-Oper. By.....Jacksonville Journal Co.
Business Address.....4038 Phillips Hwy.
Phone Number.....EX 8-9751
Air Time.....17 hours daily
Newspaper Affil.....Jacksonville Journal
Representative.....Perry
President.....John H. Perry, Jr.
Gen. Mgr.....T. S. Gilchrist, Jr.
Prod. & Film Mcnager.....Ted Booth
Commercial Manager.....Bill Fraker
Program Director.....George Booker
Publicity Director.....Martha Thomas
Promotion Director.....Charles Ost
Dir. of News & Sp. Events.....Charles Schon

Chief Engineer.....Charles Carter
Consulting Engineer.....Frank McIntosh

WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF... AP: 100 Kw... VP: 50 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Phone Number.....EX 8-0501
Newspaper Affil.....Washington Post
News Service.....UP
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Comm. Mgr.....Charles Stone
Prom. Director.....Roger Langston
Program Dir.....Harry Kalkines
Dir. of News & Spec. Events.....Bill Grove
Prod. Manager.....Bob Booker
Film Manager.....Jack Sears
Chief Engineer.....Ernest Vordermark
Consulting Eng.....Craven, Lohnes & Culver

WJNO-TV—Palm Beach 1954—NBC

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By.....WJNO-TV Inc.
Business Address.....5 Coconut Row
Phone Number.....3-2471
Air Time.....15 hours daily
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB, TvB
President.....George H. Buck, Sr.
General Manager.....Theodore Eiland
Operations Manager.....Daniel Durniak
Sales Manager.....W. F. Housner
Film Manager.....Frank Struzziari
Chief Engineer.....George W. DeBlieux
Consulting Engineer.....George Davis

WTVJ—Miami—1949 ABC-CBS

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.....Peters, Griffin, Woodward, Inc.
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 Toppam
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 Reitck
Chief Engineer.....Earl W. Lewis
Cons. Eng.....Jansky & Bailey

WDBO-TV—Orlando—1954 ABC-CBS-NBC

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..... 16 hours daily
News Service..... AP
Representative..... Blair-TV
Membership..... NARTB
President, Gen. Mgr.... Harold P. Danforth, Sr.
Sales Co-ordinator..... A. V. Carlson
Promotion Director..... June Tuohy
Dir. of News & Sp. Events..... Philip Brook
Program Director..... Walter Sickles
Production Manager..... Mark V. Barker
Publicity Director..... Audrey 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

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.

WSUN-TV—St. Petersburg 1953—ABC

Channel: 38 UHF... AP: 12 Kw... VP: 25 Kw.
Owned-Oper. By..... City of Petersburg
Business Address..... Municipal Pier
Phone Number..... 5-4121
Representative..... Weed
Air Time..... Full Time
News Service..... UP

Membership..... NARTB
General Manager..... Charles L. Kelly
Commercial Manager..... Barney Kobres
Program, Film Director..... Robert E. Gilbert
Promotion Director..... Barbara Young
Chief Engineer..... Louis J. Link
Consulting Engineer..... James McNary

WCTV—Tallahassee—1955 ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... John H. Phipps
Address..... Box 989
Phone Number..... 3-3666
Air Time..... 10 hours daily
News Service..... AP
Representative..... Meeker; Cummings
General Manager..... L. Herschel Graves
Program Director..... Joe Hosford
Production Manager..... Jack Ridner
Film Manager..... Banny Rice
Chief Engineer..... W. A. Snowden

WTVT—Tampa—1955—CBS

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Tampa Television Co.
Address..... Box 1198
Phone Number..... 7-1113
Air Time..... 17 hours daily
News Service..... AP
Representative..... Avery Knodel
President..... Doyle E. Carlton
Gen., Sta., Comm. Mgr.... W. W. Tison
Program Director..... Monte Gurwit
Prom., Pub. Director..... E. L. Jay
Dir. of News & Sp. Events..... Wayne Fariss
Prod. Director..... Walter K. Rhoads
Film Manager..... Patrick Arnoux
Chief Engineer..... Daniel Smith
Consulting Engineer..... Kear & Kennedy

WFLA-TV—Tampa—1955 NBC

Channel: 8 VHF... AP: 220 Kw... VP: 316 Kw.
Owned-Oper. By..... Tribune Company
Address..... Box 1410
Phone Number..... 2-0131
Air Time..... 18 hours daily
Newspaper Affiliation..... Tampa Tribune
News Service..... AP
Representative..... Blair-TV
Membership..... NARTB, TvB
President..... J. C. Council
General Manager..... George W. Harvey
Commercial Mgr..... William B. Faber
Prog. Dir., Film Mgr..... Carl Bergquist
Prom., Pub. Director..... Tom Matthews
Production Manager..... L. George Geiger
Chief Engineer..... J. H. Mitchell
Consulting Engineer..... Page, Creutz,
Garrison & Waldschmitt

WEAT-TV—West Palm Beach
1955—ABC

Channel: 12 VHF..AP: 63 Kw..VP: 112 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....Pennsylvania Hotel
Phone Number.....3-9668
Air Time.....8½ hours daily
News Service.....AP

Representative.....H.R-TV
President.....Thomas F. O'Neil
General Manager.....J. R. Meachem
Program Dir.....R. W. Kirkpatrick
Prom., Pub. Director.....Charles W. Curtin
Operations Manager.....Mary O'Connell
Comm. Manager.....E. J. Hennessy
Dir. News, Prod. Director.....Jack Poole
Chief Engineer.....J. Ross McPherson

GEORGIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 652,636
Stations in State 12

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...Venard, Rintoul & McConnell
General Manager.....T. R. Stillwagon
Program Director.....Jack Mayer
News Director.....Don Ferrandou
Chief Engineer.....John L. Rivard
Consulting Engineer.....Kear & Kennedy

WLW-A—Atlanta—1951
ABC

Channel: 11 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address...1611 W. Peachtree St. N.E.
Phone Number.....VE 1141
Air Time.....17 hours daily
News Service.....UP
Representative.....Crosley National Sales
Membership.....TvB, NARTB
General Manager.....H. A. LeBrun
Business Manager.....J. P. Dwyer
Production Manager.....J. J. Sharp

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ALBANY, GA.



NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray T. R. Stillwagon
President General Manager

Represented by
Venard, Rintoul & McConnell, Inc.

Commercial Manager B. I. Ochs
 Prom., Pub. Director Howard Rowe
 News, Prog. Director Bob Hendrickson
 Film Manager Dave Fisher
 Chief Engineer Harvey J. Aderhold

WAGA-TV—Atlanta—1949
CBS

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 17 hours daily
News Service AP
Representative Katz
 Membership NARTB, TvB
 President George B. Storer, Sr.
 Managing Dir. Glenn C. Jackson
 Program Dir., Film Mgr. Don Naylor
 Prom., Pub. Director Charles E. Trainor
 Chief Engineer Hugo Bondy
 Consulting Engineer Earl Collum

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 Tolson
 Publicity Director Wayne Anderson
 Film Director Jean Hendrix
 Chief Engineer R. A. Holbrook

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6 AP: 67 Kw. VP: 100 Kw.
 Owned-Oper. By Georgia-Carolina Bcstg. Co.
 Business Address Box 490
 Phone Number 7-7787
 Air Time 17 hours daily
 News Service UP
 Representative Hollingbery
 Membership TvB
 President J. B. Fuqua
 Gen., Sta., Comm. Mgr. Donald M. Kelly, Jr.
 Program Director Ben Great
 Prom. Dir., Ops. Mgr. Thomas J. Hennesy
 Chief Engineer John Jopling
 Consulting Engineer A. D. Ring Associates

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WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.
Owned-Oper. By...Southeastern Newspapers
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.
Gen., Sta., Comm. Mgr.....J. W. Hicks
Prog., Prom. Director.....Stuart Spencer
Dir. of News & Sp. Events.....Warren Hites
Production Manager.....Lou Stratton
Film Manager.....Frank Allen
Chief Engineer.....Joseph P. Gill, Jr.
Consulting Engineer.....George Davis

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF...AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Southeastern Bcastg. Co.
Business Address.....Bankers Insurance Bldg.
Phone Number.....2-7373
Air Time.....14 hours daily
News Service.....UP
Representative.....Avery-Knodel
President, Ch. Eng.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Station Manager.....Herb Johnson
Prom., Pub. Dir., Film Buyer...Ed Pendleton
Dir. of News.....Herb Kassner
Production Manager.....Bob Savage
Comm. Manager.....Frank Crowther
Consulting Engineer.....G. C. Davis

WDAK-TV—Columbus
1953—ABC-NBC

Channel: 28 UHF...AP: 234 Kw...VP: 116 Kw.
Owned-Oper. By.....Television Columbus
Business Address.....1307 1st Avenue
Phone Number.....2-8828
Air Time.....17 hours daily
News Service.....AP
Representative.....Headley Reed
Membership.....NARTB
General Manager.....Allen Woodall
Station Manager.....E. F. McLeod
Comm. Manager.....Joe V. Windsor
Prog. Dir., Prod. Manager.....John Hughes
Dir. of News & Sp. Events.....Bill Henry
Prom., Pub. Director.....M. M. Byrne
Film Manager.....Ronnie Otwell
Chief Engineer.....Reeve Owen
Cons. 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

WSAV—Savannah—1956
NBC-ABC

Channel: 3 VHF...AP: 16.3 Kw...VP: 32.7 Kw.
Owned-Oper. By.....WSAV, Inc.
Address.....Liberty National Bank Bldg.
Representative.....Hoag-Blair Co.
Pres., Gen. Mgr.....Harben Daniel

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcastg. Co.
Business Address.....1350 13th Ave.
Phone Number.....2-0601
Air Time.....14 hours daily
News Service.....UP
Newspaper Affil.....Enquirer, Ledger
Representative.....Hollingbery
Pres., Gen. Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer.....Ridley Bell
National Sls. Mgr.....George Jenkins
Prod., Prog. Director.....George A. Gingell
Prom., Pub. Director.....Jim Graves
Dir. of News & Sp. Events.....Boyd Hinton, Jr.
Production Manager.....Ronnie Evans
Chief Engineer.....Joe A. Gamble
Consulting Engineer.....George C. Davis

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By.....Savannah Bcastg. Co.
Business Address.....516 Abercorn St.
Phone Number.....2-0127
Air Time.....14 hours daily
Station Representative.....Avery-Knodel
Membership.....NARTB
President & Gen. Mgr.. William T. Knight, Jr.
Commercial Mgr.....Ben B. Williams
Program Director.....Dwight J. Bruce
Dir. News, Sp. Events.....W. D. Randall
Production Manager.....Ben H. Quick
Publicity Director.....Joan Purcell
Film Manager.....Tom Wells
Promotion Director.....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman
Consulting Engineer.....George Davis

IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—TV Homes 100,074
Stations in State 4

KBOI—Boise—1953—CBS

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
Representative Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr. Westerman Whillock
Sta., Comm. Mgr., Prog. Dir. Earl Glade, Jr.
Dir. of News & Sp. Events Dave Johnson
Production Manager Bill Gratton
Film Manager Robert Howell
Chief Eng. J. A. Jontz, Jr.

Owned-Oper. By Idaho Radio Corp.
Business Address Box 761
Phone Number 3
Air Time 8 hours daily
Representative Gill-Perna
Gen. Mgr. C. N. Layne
Comm. Manager Claude Cain
Film Manager Quincy Jensen
Commercial Mgr. Claude Cain
Dir. of News & Sp. Events J. R. Gobble
Prog., Prom. Dir., Film Mgr. Roy Southwick
Chief Engineer Carroll Sechrist
Cons. Eng. Vandivere, Cohen & Wearn

KIDO-TV—Boise—1953 ABC-NBC

Channel: 7 VHF AP: 26.5 Kw. VP: 53 Kw.
Owned-Oper. By KIDO, Inc.
Address Chamber of Commerce Bldg.
Phone Number 2-4611
Representative Hoag-Blair
President George M. Davidson
General Manager Walter E. Wagstaff
Commercial Mgr. Barry Tucker
Prog. Director Jack Link
Film Manager Vern Moore
Chief Engineer Harold Toedtemeier

KLEW-TV—Lewiston—1956

(Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls 1955—ABC-CBS

Channel: 11 VHF AP: 14.5 Kw. VP: 29.5 Kw.
Owned-Oper. By So. Idaho Bcstg. & TV Co.
Address Box 432
Phone Number 2820
Representative Gill-Perna; Moore and Lund
Membership NARTB
V.P. & Gen. Manager Frank C. McIntyre
Commercial Manager Dick Sogn
Program Director Dave Fox
Dir. of News & Sp. Events Paul Droubay
Film Manager Vic Graybeal
Chief Engineer C. W. Evans

KID-TV—Idaho Falls—1953 CBS-NBC-ABC

Channel: 3 VHF AP: 60.3 Kw. VP: 100 Kw.

ILLINOIS

Pop. Feb. 1, 1956 (Est.) 9,192,000—TV Homes 2,488,616
Stations in State 16

WTVI—Belleville-St. Louis 1953—ABC-CBS

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953 ABC

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
Air Time 6 hours daily
News Service AP
Representative McGillvra
Pres., Gen. Manager Worth S. Rough
Program Director Glen E. Johnson
Dir. News & Sp. Events George Spray
Chief Engineer Burl A. Dixon

Business Address 509 S. Neil St.
Phone Number 6-8333
Air Time 17 hours daily
News Service UP
Representative Hollingbery
Membership NARTB, TvB
President August C. Meyer
V.P., Sales Manager Guy Main
Promotion Director Leonard Davis
Production Manager James Fielding
Publicity Director William Moore
Film Director John Ketterer
Chief Engineer Bob Myers

WCIA—Champaign—1953 CBS-NBC

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By Midwest Television, Inc.

WBBM-TV—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 Atllass
 Commercial Mgr.....George Arkedis
 Program Director.....William Ryan
 Production Manager.....Don Dillion
 Publicity Director.....Charley Wiley
 Prom. Director.....C. W. Doeblor
 Dir. of News & Sp. Events.....William Garry
 Film Manager.....Vann Cominos
 Chief Engineer.....Joseph Novy

WBKB—Chicago—1948—ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....American Bcstg. Co.
 Business Address.....20 N. Wacker Dr.
 Phone Number.....ANdover 3-9800
 Air Time.....17 hours daily
 News Service.....AP, INS
 Representative.....Blair-TV
 V.P., Gen., Sta. Manager.....S. C. Quinlan
 Sales Manager.....Clair Heider
 Dir. of News & Spec. Events.....Cornellus O'Dea
 Prom. & Pub. Director.....Elliott Henry
 Film Director.....Ralph Andrews
 Program Director.....Dan Schuffman
 Production Manager.....Grover J. Allen
 Chief Engineer.....W. Kusack

**WGN-TV—Chicago—1948
 DuM**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....WGN, Inc.
 Business Address.....441 N. Michigan Ave
 Phone Number.....Michigan 2-7600
 Air Time.....15½ hours daily
 Newspaper Affiliation.....Chicago Tribune
 News Service.....AP, UP, INS
 Representative.....George P. Hollingbery
 Membership.....TvB
 President.....J. Howard Wood
 V.P., Gen., Sta. Mgr.....Frank P. Schreiber
 Program Director.....J. E. Faraghan
 Sales Director.....Ted Weber
 Dir. News & Sp. Events.....Spencer Allen
 Promotion Director.....Charles A. Wilson
 Publicity Director.....James Hanlon
 Film Director.....Elizabeth Bain
 Chief Engineer.....Carl J. Meyers

WNBQ—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.....18½ hours daily
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB, TvB
 President.....Robert Sarnoff
 General Manager.....Jules Herbucoux
 Asst. Gen. Mgr.....Henry T. Sjogren
 Prom. Director.....Howard Coleman
 Comm. Manager.....John Keys
 Program Director.....George Heinemann
 Promotion Director.....John Key
 Dir. of News & Sp. Events.....William Ray

Production Mgr.....Richard Johnson
 Publicity Director.....Chet Campbell
 Film Manager.....Isabelle Cooney
 Chief Engineer.....Howard C. Luttgene
 Consulting Engineer.....Raymond F. Guy

**WDAN-TV—Danville—1953
 ABC**

Channel: 24 UHF..AP: 7.24 Kw..VP: 13.2 Kw.
 Owned-Oper. By.....Northwestern Publishing Co.
 Business Address.....1500 N. Washington Ave.
 Phone Number.....1700
 Air Time.....7 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
 Station Manager.....Max Shaffer
 Production Manager.....William Dorn
 Film Manager.....Robert Ashby
 Chief Engineer.....Orville Neely
 Consulting Eng.....Walter Kean

WTVP—Decatur—1953—ABC

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
 1954—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.....8 hours daily
 News Service.....UP
 Representative.....Walker
 Pres., Gen. Mgr.....Oscar L. Turner
 Production Manager.....Bill Plater
 Chief Engineer.....Charles Gilliam
 Consulting Engineer.....Kear & Kennedy

**WEEK-TV—Peoria—1953
 NBC**

Channel: 43 UHF..AP: 85 Kw..VP: 175 Kw.
 Owned-Operated By.....West Central Bcstg. Co.
 Address.....2907 Springfield Rd., E. Peoria
 Phone Number.....6-5571
 Air Time.....17 hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Headley-Reed
 President.....Robert S. Kerr
 Gen., Sta. Manager.....Fred C. Mueller

Comm. Manager.....William J. Flynn
 Program Director.....Victor Fletcher
 Production Manager.....Dick Evans
 Prom., Pub. Dir.....F. R. Oakley
 Dir. of News & Sp. Events.....Bob Arthur
 Film Manager.....Robert Kroepel
 Chief Engineer.....Wayne Lovely
 Consulting Engineer.....Kear & Kennedy

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: 25.4 Kw...VP: 50.2 Kw.
 Owned-Oper. By.....Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Phone Number.....BALDWIN 2-6840
 Air Time.....17 hours daily
 Newspaper Affiliation.....Quincy Herald Whig
 News Service.....UP
 Representative.....Young TV Corp.
 President.....T. C. Oakley
 General Manager.....J. S. Bonansinga
 Commercial Mgr.....James E. Muse
 Program Director.....T. W. Austin
 Promotion Director.....William Vaughn
 Chief Engineer.....Frank E. Laughlin
 Consulting Engineer.....Craven, Lohnes & Culver

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.....15 hours daily
 Newspaper Affil.....Winnebago Newsp., Inc.
 Representative.....H-R Representatives
 Membership.....NARTB
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Comm. Manager.....A. J. Bilardello
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Dir. of News & Sp. Events.....Robert Clyde
 Production Manager.....Rod MacDonald
 Film Manager.....Gene Hines
 Chief Engineer.....Dick Peck
 Consulting Engineer.....Weldon & Carr

WTVO—Rockford—1953
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

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Bus. Trans. Address.....Telco Bldg.
 Phone Number.....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
 V.P., Sta., Gen. Manager.....Leslie C. Johnson
 Asst. Mgr., Sls. Director.....Maurice Corken
 Sales Manager.....Ted Arnold
 Prod., Prog. Director.....Forest W. Cooke
 Asst. Prog. Director.....Phil Nesbitt
 Dir. of News & Sp. Events.....William Ellison
 Prom., Pub. Director.....Fern Hawks
 Film Manager.....Joseph Grear
 Chief Engineer.....Robert J. Sinnett
 Consulting Engineer.....E. C. Page

WICS—Springfield—1953
ABC-NBC

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.....14½ 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.....G. B. Gordon
 Production Manager.....Robert Steffan
 Film Manager.....William Shaw
 Chief Engineer.....Bazil O' Hagan

WTTV—Bloomington—1949
ABC-CBS-NBC

Channel: 10 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....539 S. Walnut St.
Phone Number.....2-1407
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

WSJV—Elkhart—1954
ABC

Channel: 52 UHF.. AP: 131 Kw.. VP: 250 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Phone Number.....2-1518
Air Time.....13 hours daily
Newspaper Affiliation.....Elkhart Truth
News Service.....AP
Representatives.....H-R
Membership.....NARTB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Promotion Director.....R. J. Gillespie
Dir. News & Sp. Events.....Phillip B. Haines
Production Manager.....W. Forrest
Publicity Director.....Shirley Tellander
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner
Consulting Eng.....Craven, Lohnes, Culver

WFIE—Evansville—1953
NBC-ABC

Channel: 62 UHF.. AP: 36.5 Kw.. VP: 69.2 Kw.
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
Phone Number.....HARRISON 5-6201
Air Time.....14 hours daily
News Service.....UP
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB
President.....Jesse D. Fine
Gen., Station Mgr.....Ted Nelson
Comm. Manager.....Robert Dean
Program Director.....Charlie Carey
Prom., Pub. Director.....Jay Sondheim
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—NBC

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.....17 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
Promotion Director.....Wilson Schroeder
Chief Engineer.....Eugene A. Chase
Consulting Engineer.....George Gautney

WFBM-TV—Indianapolis
1949—NBC

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Cons. TV & Radio Bcstrs.
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, TvB
President.....Harry M. Bitner, Jr.
Gen., Sta. Manager.....William F. Kiley
Prog. Dir.....William Fall
Comm. Manager.....Don Menke
Sales Service, Film Dir.....Hugh Kibbey
Prom., Pub. Director.....Bernard Carney
Dir. of News & Sp. Events.....Gilbert Forbes
Production Manager.....Earl C. Johnson
Chief Engineer.....Harold S. Holland
Consulting Engineer.....Kear & Kennedy

WISH-TV—Indianapolis
1954-CBS

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.....18 hours daily
News Service.....AP, UP
Representative.....Bolling
Membership.....NARTB
President.....C. Bruce McConnell
Gen., Sta. 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
Production Manager.....S. T. Briggs
Chief Engineer.....Stokes Gresham, Jr.
Consulting Engineer.....George C. Davis

WFAM-TV—Lafayette
1953—ABC-CBS-NBC

Channel: 59 UHF.. AP: 10.5 Kw.. VP: 20 Kw.
Owned-Oper. By.....WFAM, Inc.

Business Address McCarty 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 4403
 Air Time 11 hours daily
 News Service UP
 Representative Holman, Walker
 Membership NARTB, TvB
 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

WNDU-TV—South Bend
1955—NBC

Channel: 46. AP: 92.5 Kw. VP: 185 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 Phone Number Central 3-7111
 Air Time 19 hours daily
 News Service AP
 Station Representative Meeker
 Membership NARTB, TvB
 President Rev. Theodore M. Hesburgh, C.S.C.
 Vice-Pres., Gen. Mgr. Bernard C. Barth
 Comm. Manager Wm. Thomas Hamilton
 Pub., Prog. Director Edward J. Roth
 Promotion Director Robert F. Stolfi
 Dir. of News & Sp. Events Harold Harris
 Production Manager William A. Garden
 Film Manager John Knoepfle
 Chief Engineer George B. Smith
 Consulting Engineer Kear & Kennedy

WSBT-TV—South Bend
1952—CBS

Channel: 34 UHF. AP: 122 Kw. VP: 204 Kw.
 Owned-Operated By South Bend Tribune
 Address 300 W. Jefferson Blvd.

Phone Number Central 3-3141
 Air Time 17 hours daily
 Membership NARTB
 Newspaper Affil. Tribune
 News Service UP, INS
 Representative Raymer
 Vice-President Franklin D. Schurz
 Gen. Mgr. Neal B. Welch
 National Sales Mgr. Richard W. Holloway
 Program Director Robert J. Drain
 Promotion Director Judd Choler
 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 Page, Creutz,
 Garrison & Waldschmitt

WTHI—Terre Haute—1954
ABC-CBS

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. Forbea
 Film Supervisor Nancy Langan
 Chief Engineer Don Petit
 Consulting Engineer George Davis

WINT—Waterloo—1954
ABC-CBS

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 17 hours daily
 News Service UP
 Representative H-R Television
 Membership NARTB
 President R. Morris Pierce
 Gen. Mgr. Ben B. Baylor
 Prog. Dir. Robert C. Currie, Jr.
 Promotion Director Ben K. West
 Dir. of News & Sp. Events Richard Hickox
 Production Manager Robert Grossman
 Film Manager Charles Bloomquist
 Chief Engineer Charles E. Wallace

WOI-TV—Ames—1950—ABC

Channel: 5 VHF.. AP: 50.1 Kw.. VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address.....Ames, Ia.
Phone Number.....CE 2-3400, Ext. 837
Air Time.....12 hours daily
News Service.....AP, UP, INS
Representative.....Weed
Membership.....NARTB, TvB
President.....Dr. James Hilton
Gen., Sta. Manager.....Richard B. Hull
Comm. Manager.....Robert Mulhall
Program Director.....Chris Donaldson
Prom., Pub. Dir.....Marguerite Theobald
Dir. of News & Sp. Events.....Wallis Bishop
Production Manager.....La Mar Smith
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham
Consulting Engineer.....Jansky & Bailey

**KCRG-TV—Cedar Rapids
1953—ABC**

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

**WMT-TV—Cedar Rapids
1953—CBS**

Channel: 2 VHF.. AP: 70 Kw.. VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Phone Number.....Cedar Rapids 4-0177
Air Time.....15 hours daily
News Service.....AP
Representative.....Katz
Membership.....NARTB, TvB
President.....William B. Dolph
V.P., Gen. Manager.....William B. Quarton
Sta. Oper. Manager.....Douglas Grant
Sales Manager.....Lew Van Nostrand
Promotion Manager.....Don Kenney
Dir. TV Operations.....Douglas Grant
Dir. of News.....Dick Cheverton
Production Manager.....Wayne Loui
Creative Supervisor.....Hersh Weakley
Film Manager.....Gene Bennett
Chief Engineer.....George Hixenbaugh
Business Manager.....Leo F. Cole
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

**WOC-TV—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.....Peters, Griffin, Woodward, 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.

**WHO-TV—Des Moines
1954—NBC**

Channel: 13 VHF.. AP: 191 Kw.. VP: 316 Kw.
Owned-Oper. By.....Central Broadcasting Co.
Business Address.....1100 Walnut Ave.
Phone Number.....ATLantic 8-6511
Air Time.....17 hours daily
News Service.....AP, INS, UP
Representative.....Peters, Griffin, Woodward, Inc.
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
Regional Sales Manager.....R. H. Harter
Local Sales Manager.....W. A. Venell
Sports Director.....James Zabel
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
News Bureau Mgr.....Jack Shelley
Chief Engineer.....Reed E. Snyder
Consulting Eng.....A. D. Ring & Associated

**KRNT-TV—Des Moines
1955—CBS**

Channel: 8... AP: 199.5 Kw... VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address.....Ninth & Pleasant St.
Phone Number.....3-2111
Air Time.....17¼ hours daily
Newspaper Affil.....Register and Tribune
News Service.....AP, UP
Representative.....Katz
Membership.....NARTB, TvB
President.....Luther L. Hull
Station Manager.....Robert W. Dillon
Commercial Manager.....Paul M. Elliot
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Director of News.....Russ Van Dyke
Prod. Manager.....Guy Koenigsberger
Film Manager.....Wayne Ackley
Chief Engineer.....Charles F. Quentin
Consulting Eng.....Craven, Lohnes & Culver



KQTV—Fort Dodge—1953 NBC

Channel: 21 UHF AP: 170 Kw. VP: 330 Kw.
 Owned-Oper. By... Northwest Television Co.
 Business Address... Warden Bldg.
 Phone Number... 4-0311
 Air Time... 8½ hours daily
 News Service... UP
 Representative... Pearson
 Pres., Gen., Station Mgr... Edward Breen
 Comm. Manager... Rollie Camp
 Program Director... Drexel Peterson
 Dir. of News & Sp. Events... Ken Petersen
 Production Manager... Vern Gielow
 Film Manager... Stanley McCurdy
 Promotion Director... Ruth McTigue
 Chief Engineering... David Sinclair
 Consulting Engineer... Everett Dillard

Owned-Oper. By... Lee Radio, Inc.
 Business Address... Second & Pennsylvania
 Phone Number... 2800
 Air Time... 12 hours daily
 News Service... AP, UP
 Representative... Weed
 Membership... NARTB
 President... Lee P. Loomis
 Exec. V.P., Gen. Manager... Herbert R. Ohrt
 Film, Comm. Manager... Lloyd Loers
 Prod. Mgr., Prog. Director... Douglas Sherwin
 Promotion, Pub. Dir... Don Harrer
 Dir. of News & Special Events... Ken Kew
 Chief Engineer... Roger Sawyer
 Consulting Engineer... Page, Creutz,
 Garrison & Waldschmitt

KGLO-TV—Mason City—1954 CBS

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.

KTVO—Ottumwa—1955

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By... KBIZ, Inc.
 Address... 2513 N. Court St.
 Representative... The Bolling Co.
 General Manager... James J. Conroy

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

AP

FOR

RADIO and TELEVISION

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

KTIV—Sioux City—1954
NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Phone Number.....8-0545
Air Time.....17 hours daily
Newspaper Affil.....Journal-Tribune
News Service.....UP
Representative.....Hollingbery
Membership.....NARTB
Pres., Gen. Mgr.....Dietrich Dirks
Pub. Dir., Comm. Mgr.....Gene Flaherty
Dir. of News & Sp. Events.....Ken Wayman
Prog. Dir., Film Manager.....Max Schindler
Film Manager.....Dietrich Dirks
Chief Engineer.....Alvin Smith
Consulting Engineer.....George Davis

KVTV—Sioux City—1953
CBS-ABC

Channel: 9 VHF...AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....7th & Douglas
Phone Number.....2-2711
Air Time.....17 hours daily
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative.....Katz

KANSAS

Pop. Feb. 1, 1956 (Est.) 2,080,000—TV Homes 424,290
Stations in State 7

KCKT-TV—Great Bend—1954

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..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Phone Number.....5-5503
Representative.....H-R
Air Time.....18½ hours daily
News Service.....AP

Membership.....NARTB, TvB
President.....Gardner Cowles, Jr.
General Manager.....Robert R. Tinchler
Station Manager.....Arthur J. Smith
Comm. Manager.....Donald D. Sullivan
Prog. 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

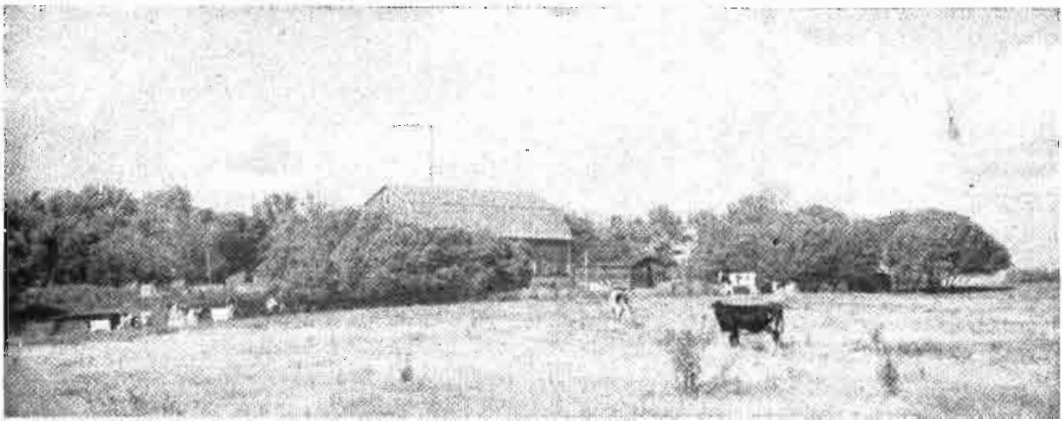
KWWL-TV—Waterloo—1953
NBC-ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
Phone Number.....ADams 4-4404
News Service.....UP
Air Time.....17 hours daily
Representative.....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Director of News.....Ed Falk
Prom., Pub. Director.....Julia Manz
Production Manager.....Ted Hansen
Dir. of Programming.....Warren Mead
Film Manager.....Marge Given
Chief Engineer.....T. W. Kirksey
Consulting Engineer.....Frank McIntosh








President.....W. D. P. Carey
Gen., Station Mgr.....Howard O. Peterson
Sales Manager.....E. W. Dullier
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

Channel: 7 VHF...AP: 138 Kw...VP: 245 Kw.
Owned-Oper..Mid-Continent Telecasting, Inc.
Business Address.....Box 603
Phone Number.....2508
Air Time.....15½ hours daily
News Service.....UP
Newspaper Affil.....Joplin Globe, News
Membership.....NARTB
Representative.....Katz
President.....Lester E. Cox
Gen., Sta., Comm. Mgr.....R. E. Wade
Prog. Director.....Louis R. Martin
Chief Engineer.....Jack Lawrence
Consulting Engineer.....T. A. M. Craven



Facts and Figures on WIBW-TV's Market That You Won't Find Elsewhere!*

 Consumer spendable income—\$2.8 billion. CSI per household — \$5,726. Total retail sales—\$1.85 billion.  TV homes — 449,358. Retail sales per household — \$3,755. Food sales — \$376 million.  Drug sales—\$79 million. Gen. mer. —\$277 million.  Eat & drink—\$115 million. Apparel store sales—\$91 million. Home furn. sales—\$88 million.  Filling station sales—\$120 million. Automotive store sales —\$364 million. Building material, hdwc. sales—\$151 million.  Gross farm income—\$385 million. Gross income per farm—\$7,192.  Farm livestock income—\$238 million. Crops income—\$123 million. Total farms—53,605

* Consumer Markets — 1955

WIBW-TV IS THE PREFERRED STATION FOR NEWS — SPORTS — WEATHER — FARM SERVICE!

News, Sports, Weather, Farm service — the Topeka AREA Audience prefers to view them on WIBW-TV! This was proved by the Whan TV Study of the Topeka AREA—a personalized depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by F. L. Whan of Kansas State College. A free copy of this valuable survey

with all facts and figures is waiting for you. Call your Capper man or Topeka

Throughout the small towns and farms that make up Topeka AREA, WIBW-TV is the first viewing choice! (Whan Study) We now deliver 158,056† homes — 74.1% saturation — in a \$1,300,000,000 market.

†5/1 . . . excluding urbanized Kansas City and St. Joseph, Mo.



CBS
 DU MONT
 ABC

TOPEKA, KANSAS
 Ben Ludy, Gen. Mgr.
 WIBW & WIBW-TV in Topeka
 KCKN in Kansas City

WIBW-TV—Topeka—1953
ABC-CBS

Channel: 13 VHF..AP: 53 Kw..VP: 88.5 Kw.
Owned-Oper. By...Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Phone Number.....3-2377
Air Time.....17 hours daily
Newspaper Affil.....Daily Capital
News Service.....AP, UP
Membership.....NARTB, TvB
President.....Henry Blake
General Manager.....Ben Ludy
Television Manager.....Art Holbrook
Program Director.....Jack Ostrode
Prod. Manager.....Bob Ellis
Film Manager.....Bill Barton
Sales Manager.....Hilton Hodges
Publicity Director.....Vic Boutwell
Chief Engineer.....Gil Voiles
Consulting Engineer.....Page, Creutz

KAKE-TV—Wichita—1953
CBS

Channel: 12 VHF..AP: 120 Kw..VP: 240 Kw.
Owned-Oper. By.....Hutchinson TV
Business Address.....1800 N. Plum
Phone Number.....MO 5-5503
Air Time.....18.5 hours daily
News Service.....AP
Representative.....H.R.
Membership.....NARTB
Gen., Sta. Manager.....H. O. Petersen
Gen. Scales Manager.....E. W. Dallier
Prog. Director.....Ray Huffer
Prom. Director.....Kenneth A. Keefer
Prod. Manager.....Kenneth Carter
Film Editor.....Richard Cornish

Chief Engineer.....Kenneth H. Cook
Consulting Engineer.....A. Earl Collum

KARD-TV—Wichita—1950
NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address.....218 N. Broadway
Phone Number.....AM 5-5633
Air Time.....8½ hours daily
News Service.....AP
Representative.....Petry
Membership.....NARTB
President.....G. M. Brown
Gen., Sta. Mgr., Pub., Prom. Dir.....W. Moyer
Comm. Manager.....Dale McCoy, Sr.
Program Director.....T. J. Maloney
Dir. of News & Sp. Events.....Bob Mays
Prod., Film Manager.....Jack Park
Chief Engineer.....Robert B. Marye
Consulting Engineer.....G. C. Davis

KEDD—Wichita—1953—NBC

Channel: 16 UHF..AP: 132 Kw..VP: 245 Kw.
Owned-Oper. By.....KEDD, Inc.
Business Address.....Box 1740
Phone Number.....Temple 8-3321
Air Time.....16¾ hours daily
Newspaper Affiliation.....Wichita Beacon
News Service.....UP
Representative.....Adam Young
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Stanley H. Durwood
Prog., Prom., Pub. Dir.,
Prod. Manager.....Nevin McCord
Dir. of News & Sp. Events.....Martin Gray
Chief Engineer.....John Ledbetter
Consulting Engineer.....George Adair

KENTUCKY

Pop. Feb. 1, 1956 (Est.) 3,025,000—TV Homes 511,969
Stations in State 4

WAVE-TV—Louisville
1948—ABC-NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....17 hours daily
News Service.....AP
Membership.....NARTB, TvB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
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.....E. C. Ring

WHAS-TV—Louisville—1950
CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Phone.....Wabash 2211
Representative...Harrington, Righter, Parsons
News Service.....AP
Newspaper Affil.....Courier-Journal, Times
Air Time.....15 hours daily
Membership.....NARTB, TvB
President.....Barry Bingham
V.P. & Director.....Victor A. Sholis
Station Manager.....Nell D. Cline
Comm. Manager.....Albert J. Gillen
Program Director.....Ralph M. Hansen
Prom., Pub. Director.....William F. Loader
Production Mgr.....Robert Pilkington
Film Manager.....Charles McDaniel
Chief Engineer.....O. W. Townner

WEHT—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 Time... 12 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

WLEX-TV—Lexington
1955—NBC-ABC

Channel: 18 UHF. AP: 9.2 Kw. VP: 17 Kw.
Owned-Oper. By... WLEX-TV, Inc.
Address... 134 N. Limestone St.
Representative... Forjoe-TV, Inc.
V.P., Gen. Mgr. Earl L. Boyles

LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—TV Homes 551,390
Stations in State 11

KALB-TV—Alexandria
1954—NBC-CBS

Channel: 5 VHF. AP: 15.1 Kw. VP: 28.2 Kw.
Owned & Oper. By... Alexandria Bcstg. Co.
Business Address... 6th & Washington St.
Phone Number... 3-2543
Air Time... 8½ hours daily
News Service... AP, UP
Representative... Weed
Membership... NARTB
President... T. B. Lanford
General Manager... Willard L. Cobb
Comm. Manager... Marvin Reuben
Prog. Dir., Prod. Manager... Tommy Erwin
Prom., Pub. Director... Vivian Close
Dir. News & Sp. Events... Larry McHale
Film Manager... Malcom Couvillion
Chief Engineer... Jesse Sexton
Cons. Eng... Comm. Radio Equip. Co.

Phone Number... 8-1491
Air Time... 17 hours daily
News. Affil. State Times; Morning Advocate
News Service... AP, UP
Representative... Hollingbery
Membership... NARTB
President... Douglas L. Manship
General Manager... Roy Dabodie
Sales Manager... Guy Corley
Program Director... John Ferguson
Promotion Director... Jack Harrington
Production Manager... Bob Reed
Chief Engineer... Pat Weatherby
Consulting Engineer... Page, Creutz,
Garrison & Weatherby

KLFY-TV—Lafayette—1955
CBS

Channel: 10 VHF. AP: 30.2 Kw. VP: 52.5 Kw.
Owned-Oper. By... Camelia Bcstg. Co., Inc.
Address... Box 398
Representative... Venard, Rintoul & McConnell,
Clarke Brown
General Manager... James W. Lucas

WAFB-TV—Baton Rouge
1953—ABC-CBS-NBC

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

Channel: 7 VHF. AP: 35.5 Kw. VP: 52.5 Kw.
Owned-Oper. By... Calcasieu Bcstg. Co.
Business Address... Box 1521
Phone Number... HEmlock 6-3631
Air Time... 9 hours daily
News Service... AP
President... T. B. Lanford
Gen. Sta. Manager... David Wilson
Comm. Manager... Pelham Mills, Jr.
Prom., Pub. Director... Pauline Mahoney
Dir. News & Sp. Events... Karl Von Leuwen
Film Manager... Donald Johnson
Prog. Director... Fitz Hooton
Production Director... Bob Lashbrook
Chief Engineer... Ed Barton

WBRZ—Baton Rouge—1954
ABC-NBC

Channel: 2 VHF. AP: 56.2 Kw. VP: 100 Kw.
Owned-Operated By... La. TV Bcstg. Co.
Address... Box 1926

KTAG-TV—Lake Charles
1953—CBS

Channel: 25 UHF. AP: 11 Kw. VP: 21 Kw.

Owned-Oper. By.....KTAG-TV, Inc.
 Business Address.....Box 173
 Phone Number.....HEmlock 9-9413
 Air Time.....7 hours daily
 Representative.....Adam Young; Brown
 News Service.....UP
 Membership.....NARTB
 President.....Warren Berwick
 General Manager.....W. F. Hesion
 Comm. Manager.....Harper Clark
 Prog. Director.....Nelda Barker
 Film Mcnager.....John Boudreau
 Consulting Engineer.....Gautney & Jones
 Chief Engineer.....Lawrence Vicknair

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

KNOE-TV—Monroe—1953
CBS-NBC-ABC

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

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.....TUlame 4371
 Air Time.....119 hours weekly
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB, TvB
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 V.P., Comm. Manager.....A. Louis Read
 Program Director.....Herman Livericht
 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

KNOE-TV OPENS DOORS TO 280,000 HOMES



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows From 3 Networks

Check the survey reports for the top shows on all three networks... then check our program schedules. You'll find the first 25 in the industry on KNOE-TV... plus the best from the syndicated film field.

Powerful Local Programming

Name your product and we have a strong local participation show to sell it... News, weather, sports, music, variety, farm or cooking and homemaking.

*145,000 Homes Unduplicated Coverage

MARKET DATA	
Population	1,664,500
Families	476,260
Spendable Income	\$1,591,352,000
Food Stores	\$ 238,625,000
General Merchandise Stores	\$ 154,806,000
Auto Stores	\$ 232,292,000
Service Stations	\$ 55,368,000
Restaurants, Drinks, etc.	\$ 53,985,000
Drugs	\$ 35,906,000
Building Materials, Hardware ..	\$ 96,324,000
TOTAL RETAIL SALES	\$1,063,415,000
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070

KNOE-TV

CHANNEL 8
MONROE, LOUISIANA

PAUL H. GOLDMAN
 Vice President and General Manager

A James A. Noe Station

CBS — NBC — ABC

H-R TELEVISION, INC.
 National Representatives



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 Address1500 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

Phone Number2-0697
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

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

KTBS-TV—Shreveport 1955—NBC-ABC

Channel: 3 VHF..AP: 69.8 Kw..VP: 100 Kw.
Owned-Oper. By KTBS, Inc.
Address 312 E. Kings Hwy.
Representative Edward Petry
Pres., Gen. Mgr. E. Newton Wray

MAINE

Pop. Feb. 1, 1956 (Est.) 915,000—TV Homes 204,939
Stations in State 5

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
Nat. Sls. Mgr. W. J. Mullen
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

WMTW—Poland Spring 1954—CBS-ABC-DuM

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By... Mt. Washington TV Inc.
Business Address Riccar 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

W-TWO—Bangor—1954—CBS

Channel: 2 VHF..AP: 8 Kw..VP: 14 Kw.
Owned-Oper.... Murray Carpenter & Assoc.
Business Address 7 Main St.
Phone Number 2-4822
Air Time..... 17 hours daily
News Service UP
Representative .. Venard, Rintoul & McConnell.
Robt. Foster
President, Gen., Sta. Mgr... Murray Carpenter
Natl. Comm. Manager..... Rudolf Marcoux
Local Comm. Manager..... Robert Walton
Prog. Dir., Prod. Mgr..... James Robinson
Film Manager Jan Phair
Chief Engineer William Clark
Consulting Engineer..... Page, Creutz,
Garrison & Waldschmitt

WCSH-TV—Portland—1953 NBC

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By... Maine Radio & TV Co.
Business Office 157 High Street
Phone Number Spruce 2-0181
Air Time 17 hours daily
News Service UP, INS
Representative Weed
Membership NARTB, TvB
President..... Adeline B. Rines
Gen. Manager William H. Rines
Station Manager..... Jack S. Atwood
Comm. Manager Bruce McGarrill
Program Director..... Burnell Poole, Jr.
Promotion Director Linwood T. Pitman
Dir. of News & Sp. Events ... Philip N. Johnson
Film Manager William Kerkos
Chief Engineer..... Chas. Brown
Consulting Engineer A. D. Ring & Co.

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, 1956 (Est.) 2,643,000—TV Homes 685,470
Stations in State 4

WAAM-TV—Baltimore 1948—ABC

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... 16 hours daily
News Service... AP
Representative... Harrington, Righter and
Parsons, Inc.
Membership... NARTB, TvB
General Manager... Ken Carter
Asst. Gen. Mgr., Dir., Sls... Armand Grant
Prog., Film Manager... Herbert B. Cahan
Asst. Pgm. Mgr., Pub. Serv. Dir... Jim Kilian
Publicity Director... Tommy Dukehart
Chief Engineer... Glenn Lahman

Consulting Eng... Kear & Kennedy
Director of Eng... Ben Wolfe

WBAL-TV—Baltimore—1948 NBC

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Operated By... Hearst Corporation
Business-Studio Address... 2610 N. Charles
Phone Number... Hopkins 7-3000
Air Time... 18¼ hours daily
Newspaper Affil... Baltimore News, Post &
Sun, American
News Service... INS, UP, AP
Representative... Edward Petry
Membership... NARTB
President... Charles B. McCabe
Vice-Pres. & Gen. Mgr... D. L. Provost

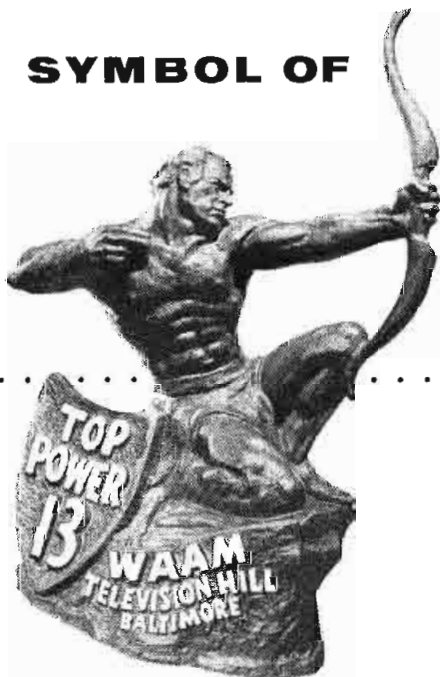
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WAAM-13



CBS

TELEVISION
NETWORK



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Vice-Pres. (Engineering).....John T. Wilner
 Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
 Prod. Manager.....John Frankenfield
 Program Director.....Sydney King
 Business Mgr.....Freeman W. Cardall
 Comm. Manager.....Willis K. Freiert
 News, Prom., Pub. Mgr.....Thomas J. White, Jr.
 Chief Engineer.....William C. Bareham
 Consulting Engineer.....Earl Cullam

Comm., Prom., Pub. Mgr.....Ernest A. Lang
 Program Director.....Robert B. Cochrane
 Chief Engineer.....Carlton G. Nopper
 Exec. V.P.....William F. Schmick, Jr.
 Prom. Co-ordinator.....Colin MacLachlan
 Dir. News & Sp. Events, Film Mgr., D. V. Stickle
 Production Manager.....Edwin B. Mick

WMAR-TV—Baltimore
1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Address.....Charles & Redwood Sts.
 Phone Number.....MUlberry 5-5670
 Air Time.....17 hours daily
 News Service.....AP
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....William F. Schmick
 V.P., Dir. of TV, Sta. Mgr.....Ewell K. Jett

WBOC-TV—Salisbury—1954
ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw..VP: 15.8 Kw.
 Owned & Oper.....Peninsula Broadcasting Co.
 Address.....Radio-Tv, Park
 Phone.....6131
 Air Time.....7½ hours daily
 News Service.....AP
 Sta. Rep.....Burn-Smith Co.
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.....Charles J. Truitt
 Dir. of News & Sp. Events.....Phil Adams
 Prog. Dir.....John W. Downing Jr.
 Chief Engineer.....Jack W. Ward
 Consulting Eng.....A. D. Ring & Associates

MASSACHUSETTS

Pop. Feb. 1, 1956 (Est.) 4,950,000—TV Homes 1,355,061
 Stations in State 6

WBZ-TV—Boston—1948
NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.
 Owned-Oper By...Westinghouse B'casting Co.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service...INS, UP Facsimile, Telenews UP
 Air Time.....18 hours daily
 Representative...Peters, Griffin, Woodward, Inc.
 Membership.....NARTB, TvB
 President.....Donald H. McGannon
 General Manager.....F. A. Tooke
 Sales Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Promotion Manager.....E. J. Muriaty
 Dir. of News & Sp. Events...F. E. Whitmarsh
 Asst. Prog. Mgr.....Iran Berlow
 Publicity Director.....J. Cullinane
 Film Buyer & Traffic Mgr.....R. Duffield
 Chief Engineer.....W. Hauser
 Engineer.....R. N. Harmon

News Service.....UP
 Membership.....NARTB
 President.....Leon Podolsky
 Station Manager.....John T. Parsons
 Commercial Manager.....Wm. P. Geary
 Program Director.....A. D. Vaber
 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.....RKO Teleradio Pictures
 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'Neill
 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

WMGT-TV—Adams—1953
ABC

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



WWLP—Springfield—1953 ABC-NBC

Channel: 22 UHF. AP: 103 Kw.. VP: 206 Kw.
Owned-Oper. By..... Springfield Television
Bcstg. Corp.

Business Office.....17 Pearl St.
Phone Number..... STATE 8-4521
Air Time18 hours daily
News ServiceAP, INS, UP
Station Reps.Hollingbery, Kettell-Carter
PresidentRoger L. Putnam
General Manager William L. Putnam
Station Manager Howard S. Keele
Commercial Mgr. James H. Ferguson, Jr.
Program Director Wallace I. Green
Dir., News & Spec. Events. Frederick Oginz
Production Manager. Wayne Henry Latham
Publicity Director..... Camillia T. Lemery
Film Manager..... Wallace Sawyer

Chief Engineer. George R. Townsend
Consulting Engineer. Frank MacIntosh

WHYN-TV—Springfield- Holyoke—1953—CBS

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 ServiceUP
RepresentativeBranham, Weed
MembershipNARTB
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

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COVERAGE . . .

AP

FOR

RADIO and TELEVISION

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

WPAG-TV—Ann Arbor—1953 DuM

Channel: 20 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By...Washtenaw Bcsig. 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

WNEM-TV—Bay City- Saginaw—1954—NBC-ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Northeastern Michigan Corp.
Business Address...814 Adams St., Bay City
Phone Number...36-505
Air Time...17 hours daily
News Service...INS, AP
Membership...NARTB
Representative...Mich. Spot Sls., Headley-Reed
President...James Gerity, Jr.
Vice Pres., Gen. Mgr...O. W. Myers
Asst. Treas. & Mgr...D. Scott Hager
Comm. Mgr...John J. Keenan
Prog., News & Sp. Events Dir...Frank Benesh
Prom., Pub. Dir...Richard L. Bing
Production Manager...Jerry Burke
Film Manager...Tom Matthews
Chief Engineer...Robert L. Beurket

WWTW—Cadillac—1954 ABC-CBS

Channel: 13 VHF...AP: 54 Kw...VP: 104 Kw.
Owned-Oper. By...Sparton Bcsig. 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
Dir. of News & Sp. Events...Guy VanderJagt
Production Manager...Dwight Wheeler
Chief Engineer...A. W. Daubendick

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF...AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. 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
Gen. Sales Mgr...E. W. Wardell
Nat'l. TV Sls. Mgr...W. N. Hawkins
Dir. of News & Sp. Events...Austin Grant
Publicity Director...Arl Gloster
Film Manager...Arthur MacColl
Dir. of Engineering...W. J. Carter

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF...AP: 50.1 Kw...VP: 97.7 Kw.
Owned-Operated By...Evening News Assoc.
Business-Studio Address...622 W. Lafayette
Phone Number...WOODward 2-2000
Air Time...18 hours daily
News Service...UP, AP
Representative...Peters, Griffin, Woodward, Inc.
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
Sls. Development Mgr...Wendell Parmelee
Nat'l. Sls. Mgr...Ray W. Colie
Local Sls. Mgr...Douglas L. Sinn
Film Manager...Frank Picard
Gen. Eng. Manager...E. J. Love
Chief Studio Engr...Russell P. Williams
Garrison & Waldschmitt

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 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
Station Mgr...John F. Pival
Comm. Manager...Ralph Dawson
Program Director...John Lee
Promotion Director...Robert Baldrice
Dir. of News & Sp. Events...Dick Femmel
Production Manager...Peter Strand
Publicity Director...Marty Mogge
Chief Engineer...Charles Koche
Consulting Engineer...Kear & Kennedy

—1956—

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FOR

WJBK-TV

(CHANNEL 2)

NUMBER ONE STATION

in

THE CITY OF PROGRESS

DETROIT

BASIC CBS

100,000 WATTS

1,057 FOOT TOWER

REPRESENTED BY THE KATZ AGENCY

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 St.
Phone Number.....Temple 3-7900
Air Time.....17 hours daily
News Service.....INS, AP
Membership.....NARTB, TvB
Representative.....Katz Agency
President.....George B. Storer Sr.
Managing Director.....Bill Michaels
District V.P.....William E. Rine
Local Sls. Mgr.....Keith T. McKenney
National Sls. Mgr.....Maurice E. McMurry
Prom., Merchandising Mgr.....W. S. Smith
News.....Jacques LeGoff
Prog. Oper. Mgr.....Ralph R. Rust
Publicity Director.....Dennis Roehl
Film Manager.....George Kenyon
Chief Engineer.....Paul Frincke
Consulting Engineer.....A. Earl Cullum

WOOD-TV—Grand Rapids
1949—ABC-NBC

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
Phone Number.....GL 9-4125
Air Time.....18 hours daily
News Service.....AP, INS
Representative.....Katz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Dir. News & Spec. Events,
Program Director.....Frank G. Sisson
Promotion Director.....John Dragomier
Publicity Dir.....Sharon Schneider
Film. Prod. Mgr.....Robert H. Smith
Chief Engineer.....Louis Bergenroth
Consulting Engineer.....Kear & Kennedy

WKZO-TV—Kalamazoo
1950—ABC-CBS-NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....5-2101
Air Time.....17 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Comm. Manager.....Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....Robert Dye
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1954
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Streets

Phone Number.....IV 2-1333
Air Time.....17 hours daily
News Service.....UP
Representative.....Petry
President.....Harold Gross
V.P., Station Manager,
Dir. News & Sp. Events...Howard K. Finch
Prog., Prom. Director,
Prod. Manager.....J. Kenneth Richards
Publicity Director.....Elmer Davis
Film Manager.....Phil Sherck
Chief Engineer.....Charles Brady
Consulting Engineer.....Kear & Kennedy

WTOM-TV—Lansing—1953
ABC

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
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

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
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 Whitlre
Film Manager.....William Sullivan
Chief Engineer.....Max W. Thomas
Consulting Engineers.....Page, Creutz,
Garrison & Waldschmidt

WPBN-TV—Traverse City
1954—NBC

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

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...HE 3-8836
Air Time...9 hours daily
News Service...AP
Representative...Avery-Knodel, Inc.
Gen., Sta. Mgr., Prog. Dir...Gene P. Loffler
Comm. Manager...Don Jones
Promotion Director...Rex Stein
Dir. News & Sp. Events...Christy Hansen
Prod. Manager...Stan Stydnicki
Film Manager...Dick Lane
Chief Engineer...Phil Melone

KDAL-TV—Duluth-Superior 1954—NBC-ABC

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 Dettman

WDSM-TV—Duluth-Superior 1954—NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Northwest Publications, Inc.
Business Address...230 East Superior St.
Phone Number...RA 7-6875
Representative...Peters, Griffin, Woodward, Inc.
News Service...AP
Membership...NARTB
General Manager...Rodney A. Quick
Commercial Mgr...Thomas Gavin
Production Mgr...Edwin M. Conrad
Program Director...Lew Martin
News Director...Bob Ball
Promotion Director...Paul Andresen
Film Manager...William Ashton
Mdse. Manager...Martin Olson
Chief Engineer...Jerry Baumann
Consulting Engineer...John Sherman

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...Peters, Griffin, Woodward, Inc.
Chr. of Bd...Wm. J. McNally
President...Robert B. Ridder
Gen. Mgr...F. Van Konyenburg
Sta. Mgr...Sherman Headley
Comm. Mgr...Robert N. Ekstrum
Dir. of News & Sp. Exents...Rollie Johnson
Production Manager...Charles D. Miller
Film Manager...Harry C. Jones
Prom., Pub. Director...Gene Godt
Program Dir...Gwen Harvey
Chief Engineer...John M. Sherman
Mdse. Manager...Don Gillies
Dir. of Research...Charles Smith

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 Sevareld
Production Manager...Joseph Carney
Film Manager...Eugene Wecker
Chief Engineer...Mike Fleming
Consulting Engineer...George P. Adair

KEYD-TV—Minneapolis- St. Paul—1954

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Family Bcstg. Corp.
Business Address...Foshay Tower
Phone Number...Fillmore 8811
Air Time...8½ hours daily
News Service...AP, UP
Membership...NARTB
Representative...H-R Reps, Inc.
President...Leslie C. Park
Managing Director...Robert M. Purcell
V.P., Comm. Manager...Lee L. Whiting
Prog. Director...Robert Franzen
Prom., Pub. Director...Richard J. Quas
Dir. News & Special Events...Harry Reasoner
Prod. Manager...Robert Johnson
Film Manager...Howard Reser
Chief Engineer...Harvey Headen
Consulting Eng...McIntosh, Washington, D. C.

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.....17 hours daily
Representative.....Meeker TV, Inc.
President.....Mrs. Gregory P. Gentling
Gen., Comm. Mgr.....G. David Gentling
Station Manager.....Willard Lampman
Production Manager.....Donald Merz
Prom., Pub. Director.....Jerry Regnier
Dir. of News & Sp. Events.....Ray Thompson
Prog. Dir., Film Manager.....Don Perry
Chief Engineer.....Robert W. Cross
Consulting Engineer.....Jansky & Bailey

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.....Midway 5-2717
Air Time.....17½ hours daily
News Service.....AP
Representative.....Edward Petry
Membership.....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
Program Director.....Del Franklin
Prom., Pub. Director.....William Davey
News Director.....Julian Hoshal
Prod. Supervisor.....Kenn R. Barry
Film Director.....Ben Leighton
Chief Engineer.....Wm. S. Sadler
Consulting Engineer.....A. D. Ring & Assoc.

MISSISSIPPI

Pop. Feb. 1, 1956 (Est.) 2,210,000—TV Homes 249,246
Stations in State 3

WJTV—Jackson—1953
ABC-CBS

Channel: 12 VHF..AP: 107 Kw..VP: 214 Kw.
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....Box 8187
Phone Number.....2-6625
Air Time.....14 hours daily
News Service.....AP
Station Representative.....Weed TV
President.....W. R. Newman
Gen., Film Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks
Promotion Director.....Ken Jordan
Dir. of News & Sp. Events.....Bob Neblett
Production Manager.....Art Bradooch
Sports Director.....Lyman Hellums
Chief Engineer.....C. A. Perkins
Consulting Eng.....Comm. Radio Equip.

WLBT—Jackson—1953
NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
Phone Number.....2-2691
Air Time.....16½ hours daily

News Service.....UP
Representative.....Hollingbery
Membership.....NARTB
President.....Wiley P. Harris
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Dir. of News & Sp. Events.....Dick Sanders
Production Mgr.....George Land
Oper. & Prod. Manager.....George Land
Film Manager.....Cliff Bingham
Chief Engineer.....Bob Smathers
Consulting Eng.....A. Earl Cullum, Jr.

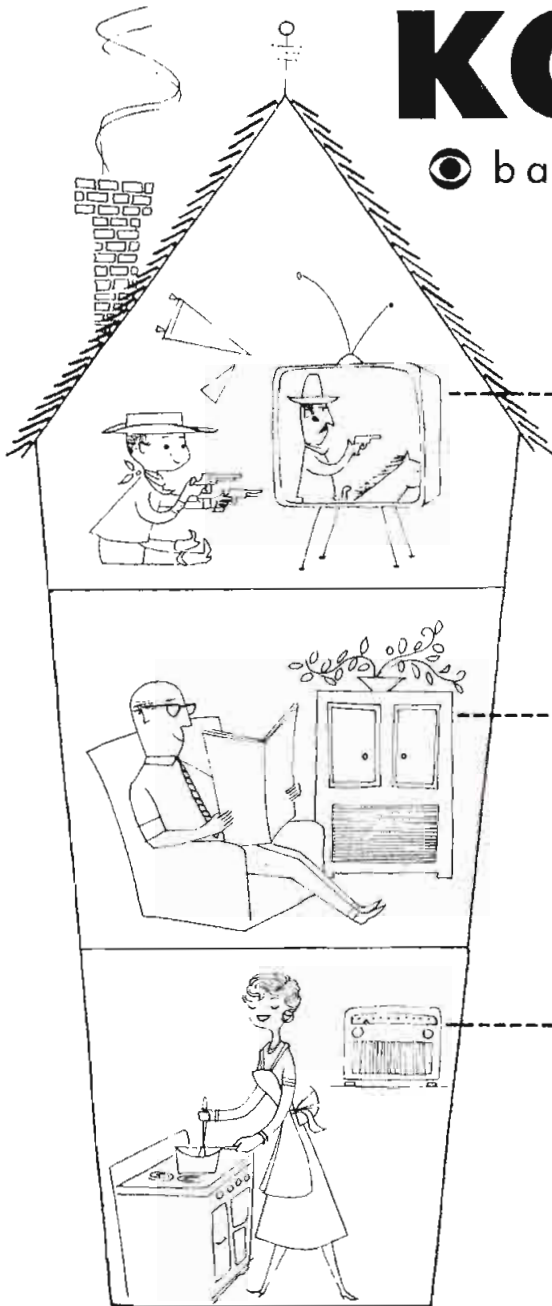
WTOK-TV—Meridian—1953
ABC-CBS-NBC-DuM

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

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10,000 by night at 810
on the dial.

FM

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station.

KFVS-TV—Cape Girardeau 1954-CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Phone Number.....5-5511
Air Time.....14 hours daily
News Service.....UP
Station Representative.....Hedzley-Reed Co.
President.....Oscar C. Hirsch
Manager of TV.....Robert O. Hirsch
Sales Manager.....John K. Ramsey
Program Director.....Donald T. McNeely

KOMU-TV—Columbia—1953 ABC-CBS-NBC

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

KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address..W. C. U. Bldg., Quincy, Ill.
Phone Number.....BA 2-6200
Air Time.....18½ hours daily
News Service.....AP, UP
Membership.....NARTB
Representative.....Weed
President.....Lee P. Loomis
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Prog. Dir., Asst. Mgr.....Merritt Milligan
Promotion Director.....Dick Moore
Prod. Mgrs.....Tom Robey, Paul McClelland
Director of News.....Don Nicholson
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

KRCG-TV—Jefferson City 1955—CBS

Channel: 13 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By.....Jefferson TV Co.
Address.....Callaway Hills Farm
Phone Number.....6-6188
Air Time.....16 hours daily
News Service.....AP
Station Representative.....Hoag-Blair Co.

Membership.....NARTB, TvB
Pres., Gen., Sta. Mgr.....Betty G. Handy
Program Director.....A. Laney Lee
Film Manager.....Robert Blosser
Chief Engineer.....Edward Schuelein
Consulting Engineer..Comm. Radio Equip. Co.

KSWM-TV—Joplin—1954 CBS

Channel: 12 VHF..AP: 37.5 Kw..VP: 58.9 Kw.
Owned-Oper. By.....Air Time, Inc.
Business Address.....1928 W. 13th St.
Phone Number.....MA 3-7260
Air Time.....13 hours daily
News Service.....UP
Rep.....Venard, Rintoul, & McConnell
Pres., Gen. Mgr., Pub. Dir., Austin A. Harrison
Sta. Mgr., Prog., News Dir., Ronald Robson
Comm. Manager.....D. T. Knight
Prom., Prod. Director.....William Harned

KCMO-TV—Kansas City 1953—ABC-DuM

Channel: 5 VHF..AP: 42.6 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.
Director Radio, TV.....Payson Hall
General Manager.....E. K. Hartenbower
Asst. General Manager.....C. E. Brezeal
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

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address.....222 W. 11th St.
Phone Number.....Harrison 1-2650
Air Time.....15 hours daily
Membership.....NARTB, TvB
News Service.....AP, UP, INS
Representative..Peters, Griffin, Woodward, Inc.
1st V.P. & Comm. Mgr., Donald Dwight Davis
V.P. & Gen. Mgr.....John T. Schilling
V.P. & Sales Man.....George J. Higgins
Station Director.....Mori Greiner
Director News.....Claude Dorsey
Dir. Special Events.....Jim Burke
Production Manager.....Lou Kemper
Publicity Director.....Don Davis
Program Director.....Ken Greenwood
Film Manager.....Margaret M. Maley
Chief Engineer.....Henry Goldenberg
Consulting Eng.....A. Earl Cullum, Jr.

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WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....18th & Grand Ave.
Phone Number.....Harrison 1200
News Service.....AP
Representative..Harrington, Righter, & Parsons
Air Time.....18 hours daily
Membership.....NARTB, TvB
President.....Roy A. Roberts
General Manager.....H. Dean Fitzer
Station Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Prog. Dir., Prod. Mgr.....Jay Barrington
Dir. News & Sp. Events.....Randall Jessee
Prom. Director.....C. J. Hewerman
Film Manager.....John Krivas
Chief Engineer.....Joseph Flaherty
Consulting Engineer.....George E. Gautney,
Gautney, Ray & Price

KDRO-TV—Sedalia—1954

Channel: 6 VHF...AP: 8.7 Kw...VP: 16.4 Kw.
Owned-Oper. By.....KDRO-TV & Radio, Inc.
Business Address.....2100 W. Broadway
Phone Number.....4004
Air Time.....6 hours daily
News Service.....AP
Membership.....NARTB
Representative.....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Comm. Manager.....Bill Lytle
Prog., News & Sp. Events Dir.....Bob Younger
Prod., Film Mcnager.....Jack Call
Chief Engineer.....Bob Klein
Consulting Engineer.....Commercial Radio

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF...AP: 190.55 Kw...VP: 316 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
General Manager.....G. Pearson Ward
Comm. Manager.....Bob Burke
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 Muie
Dir. of News & Sp. Events..Richard L. Hainline
Production Mgr.....Gene Hudson
Film Manager.....Fred L. Rains
Chief Engineer.....E. Dennis White

KFEQ-TV—St. Joseph—1953 CBS

Channel: 2 VHF...AP: 26 Kw...VP: 52 Kw.
Owned-Oper. By.....KFEQ, Inc.
Business Address.....Howitt Bldg.
Phone Number.....3-0674
Air Time.....15 hours daily
News Service.....AP
Representative.....Headley-Reed
Pres., Gen., Sta. Mgr.....Barton Pitts
Comm. Mgr., Prom. Dir.....Glenn G. Griswold
Prog. Dir., Prod. Mgr.....Walter Jonhson
Director of News.....Lafe Williams
Film Manager.....Gene Milsteen
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, Jr.
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

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.

KTVI—St. Louis—1953
ABC-CBS

Channel: 36 UHF...AP: 209 Kw...VP: 417 Kw.
 Owned-Oper. By. Signal Hill Telecasting Corp.
 Bus. Studio Address5915 Berthold Ave.
 Phone Number.....Mission 7-3600

Air Time.....7¼ hours daily
 RepresentativeWeed TV
 News ServiceUP
 MembershipNARTB
 General Manager.....Julius Schainblatt
 Operations Manager.....Judy Schönblatt
 Prog. Dir., Prod. Mgr.....Jack M. Murdock
 Prom., Pub. Director.....James F. Jae, Jr.
 Dir. of News & Sp. Events...Bruce Hayward
 Film Manager.....Bill Cook
 Chief Engineer.....Richard J. Trompeter

MONTANA

Pop. Feb. 1, 1956 (Est.) 1,021,571—TV Homes 630,000
 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. ByMontana Network
 Business AddressP. O. Box 2557
 Phone Number9-2382
 MembershipNARTB
 Representative.....Headley-Reed
 President.....C. L. Crist
 Gen., Station Manager.....V. V. Clark
 Comm. Manager.....John Conner
 Prog., News Dir., Prod., Film Mgr.....Ed Peiss
 Prom., Pub. DirectorConna G. May
 Chief Engineer.....Grant French
 Cons. Engineer.....Comm. Radio Equip. Co.

KFBB-TV—Great Falls
1954—ABC-NBC-CBS

Channel: 5 VHF...AP: 12.6 Kw...VP: 25.4 Kw.
 Owned-Oper. By.....Wilkins Broadcast Inc.
 Business AddressBox 1139
 Phone Number4-4377
 Air Time.....7½ hours daily
 News ServiceUP
 RepresentativeHoag-Blair
 Pres., Gen. Mgr.....J. P. Wilkins
 Comm. Sta. Manager.....W. C. Blanchette
 Program Director.....Art Weber
 Film Manager.....Bette Dellacourt
 Prom. Dir., Prod. Mgr.....William E. Spahr
 Director of News.....Paul Radhars
 Chief Engineer.....Anthony J. LoPuch
 Con. Engineer.....Weldon & Carr

KXLF-TV—Butte—1953
NBC

Channel: 6 VHF...AP: 1 Kw...VP: 2 Kw.
 Owned-Oper. Pacific Northwest Broadcasters
 Business Address1681 George St.
 Phone Number2-2696
 Air Time.....8 hours daily
 MembershipTvB
 Reps. 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

KGVO-TV—Missoula—1954
ABC-CBS

Channel: 13 VHF...AP: 19 Kw...VP: 38 Kw.
 Owned-Oper. By.....Mosby's Inc.
 Business Address127 East Main St.
 Phone Number9-7668
 RepresentativeGill-Perna
 Pres., Gen., Sta., Comm. Mgr.....A. J. Mosby
 Program Director.....Hugh Bader
 Promotion Director.....Robert Rolison
 Dir. of News & Sp. Events.....Don Weston
 Prod., Film Manager.....Jack Butler
 Publicity Director.....Maida Guenther
 Chief Engineer.....Robert H. Maki
 Consulting Engineer.....Archer Taylor

NEBRASKA

Pop. Feb. 1, 1956 (Est.) 1,375,000—TV Homes 286,446
 Stations in State 8

KHOL-TV—Kearney—1953
ABC-CBS

Channel: 13 VHF...AP: 102 Kw...VP: 204 Kw.
 Owned-Oper. By.....Bi-States Co.
 Business Address.....Holdrege, Nebr.
 Phone Number.....Holdrege 1012
 Representative.....Meeker
 President.....Wayne Brewster
 Station Manager.....Duane L. Watts
 Station Manager.....Jack Gilbert
 General Manager.....Harold Hamilton
 Production Manager.....Moe Milliken
 Prom., Pub. Director.....Violet Aspegren

Dir. of News & Sp. Events.....Art Eckdahl
 Film Director.....K. Cooper
 Chief Engineer.....Jack Lewis

KOLN-TV—Lincoln—1953
ABC-CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Cornhusker Radio & TV Corp.
 Address40th and W Sts.
 Phone Number.....6-2367
 Air Time.....17 hours daily
 RepresentativeAvery-Knodel
 MembershipNARTB, TvB

President.....John E. Felzer
 Gen., Sta. Mgr.....A. James Ebel
 Comm. Manager.....Thomas L. Young
 Program Director.....Bill Hemke
 Promotion Director.....Rollie Barron
 Dir. of News & Sp. Events...Byron Krasne
 Production Manager.....Paul Schupbach
 Publicity Director.....Bill Morris
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor
 Con. Engineer.....Craven, Lohnes & Culver

KMTV—Omaha—1949
ABC-NBC

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
 Exec. V.P., Gen. Mgr.....Owen Saddler
 Commercial Manager.....Arden Swisher
 Program Director.....Glenn Harris
 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
CBS

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.....Approx. 18 hours daily
 News Service.....UP, INS, INS Facsimile
 Representative.....Blair TV
 Membership.....NARTB, TvB
 Chairman of Board.....Fred Bohlen
 President.....E. T. Meredith, Jr.
 V.P. & Treas.....Payson Hall
 V.P., Gen. 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.....Robert Froemming
 Film Manager.....Bill McBride
 Dir. of Engineering.....Wm. J. Kotera
 Chief Engineer.....Glenn Flynn
 Consulting Engineer.....A. D. Ring & Assoc.

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF...AP: 6.17 Kw...VP: 12.3 Kw.
 Owned-Oper. By.....Frontier Bcstg. Co.
 Address...2923 E. Lincolnway, Cheyenne, Wyo.
 Representative.....George P. Hollingbery

WOW-TV

Channel 6

The



Affiliate

in

the rich

OMAHA

market!

A MEREDITH STATION

Frank P. Fogarty
 Vice President & General Manager

Fred Ebener
 Commercial Manager

Represented by: **BLAIR TV, Inc.**

NEVADA

Pop. Feb. 1, 1956 (Est.) 215,000—TV Homes 41,443
Stations in State 3

KLRJ-TV—Henderson 1955—NBC

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

KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF...AP: 14.7 Kw...VP: 27.2 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Business Address...Box 711
Phone Number...DU 2-6138
Air Time...13 hours daily
News Service...INS, UP
Representative...Weed
Membership...NARTB
President...Rube G. Jolley
Gen., Natl. Sls. Manager...Marion Komar

Operation Manager...Ralph E. Smith
Local Sales...Alex Gold
Prog., News Dir., Film Mgr....James Hart
Prom., Pub. Director...Kenneth O'Connell
Production Manager...Ralph Hodges
Chief Engineer...Ralph E. Smith

KZTV—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF...AP: 5.6 Kw...VP: 10.8 Kw.
Owned-Oper...Nevada Radio-Television Inc.
Business Address...770 East 5th St.
Phone Number...3-0721
Air Time...10½ hours daily
News Service...AP
Representative...Pearson
President...Donald W. Reynolds
General Manager...Harry Huey
Prog., News & Sp. Events Dir....Ed Cardinal
Comm. Manager...Richard Colon
Promotion Director...Helen Busscher
Film Manager...Loran Logan
Chief Engineer...Tom Hughes
Consulting Engineer...Robert L. Hammett

NEW HAMPSHIRE

Pop. Feb. 1, 1956 (Est.) 543,000—TV Homes 135,610
Stations in State 1

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the area . . . and at the lowest cost per
thousand.*



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Representative for current availabilities.**



CHANNEL 9
MANCHESTER, N. H.



WMUR-TV—Manchester 1954—ABC

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.....3-8061
Air Time.....10 hours daily
News Service.....UP
Representative.....Weed

Membership.....NARTB, TvB
President.....Francis P. Murphy
Sta., Gen. Manager.....Norman Gittleson
Comm. Manager.....Gordon Moore
Prog. Dir., Film Mgr.....William Gildersleeve
Prom., Pub. Director.....J. D. S. McShee
Dir. of News & Sp. Events.....Thomas Power
Production Manager.....Thomas Sawyer
Chief Engineer.....Charles Halle
Consulting Engineer.....Gautney & Jones

NEW JERSEY

Pop. Feb. 1, 1956 (Est.) 5,345,000—TV Homes 1,547,810
Stations in State 1

WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw..VP: 316 Kw.
Owned-Oper. By...Bremer Broadcasting Co.
Business Address.....1020 Broad Street
Phone No.....BARclay 7-3260, PLaza 5-1331
Air Time.....13 hours daily
News Service.....AP
Representative.....Forjoe-TV

President & Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Vice-Pres. in Chg. Sales...Bertram Lehtar, 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

(SEE PAGE 900)

NEW MEXICO

Pop. Feb. 1, 1956 (Est.) 800,000—TV Homes 103,051
Stations in State 4

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF..AP: 7.64 Kw..VP: 15.3 Kw.
Owned-Oper. By...New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Phone Number.....3-4543
Air Time.....10½ hours daily
News Service.....AP
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.

KOB-TV—Albuquerque 1948—NBC

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

KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF..AP: 12.5 Kw..VP: 25.1 Kw.
Owned-Oper. By...Alvarado Television Co.
Business Address.....122 S.E. Tulame Dr.
Phone Number.....5-8716
Air Time.....11 hours daily
News Service.....UP
Membership.....NARTB
Representative.....Hollingbery
President.....A. M. Cadwell
Gen., Comm. Manager.....W. J. Stiles
Sta. Mgr., Prom., News Dir...William Wylder
Prog. Director.....Richard True
Prod. Manager.....William Bozarth
Film Manager.....Evelyn Willis
Chief Engineer.....Charles Stanton

KSWs-TV—Roswell—1953 ABC-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

TIME TO USE

THIRTEEN

the **FIRST** local TV station
in the metropolitan N. Y.
- N. J. market.



**TELEVISION CENTER
NEWARK 1, NEW JERSEY**

national rep.: **FORJOE-TV, inc.**



FIRST STATION in N. J.

covering 82% of the State
plus a big bonus in N. Y.

FIRST WITH AUDIENCES

according to Pulse

FIRST WITH ADVERTISERS

and 7 out of 10 are retail

FIRST WITH BUSINESS

which has never been better

WAAT

970 on your dial

NEWARK 1, N. J. nat. rep.: FORJOE & Co.

WROW-TV—Albany—1953
ABC-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.....12 hours daily
Representative.....Harrington, Righter &
Parsons, Inc.
News Service.....INS, UP
Membership.....NARTB
President.....Frank M. Smith
General Manager.....Thomas S. Murphy
Station Manager.....Harry L. Goldman
Program Director.....Charles Pogan
Promotion Dir.....Hilda Nauman
Chief Engineer.....Charles Heisler
Consulting Engineer.....Frank H. McIntosh

WBNF-TV—Binghamton
1949—ABC-CBS-NBC

Channel: 12 VHF..AP: 83 Kw..VP: 166 Kw.
Owned Oper. By...Triangle Publications, Inc.
Business Address.....1 Henry St.
Phone Number.....3-7311
Air Time.....17 hours daily
News Service.....AP
Representative.....Blair TV, Inc.
Membership.....NARTB, TvB
General Manager.....George R. Durham
Gen. Sales Manager.....Andrew G. Hubbell
Program Director.....Edward M. Scala
Prom. Director.....L. V. Bertin
Chief Engineer.....Sherman Egan
Con. Engineer.....Jansky & Bailey

(SEE PAGE 902)

WBEN-TV—Buffalo
1948—CBS-DuM

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Business Address.....Hotel Statler
Air Time.....17½ hours daily
News Service.....AP, INS, UP
Representative.....Harrington, Righter &
Parsons, Inc.
Membership.....TvB
President.....Edward H. Butler
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeflner
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.

WBUF-TV—Buffalo—1953
ABC-CBS-NBC

Channel: 17 UHF..AP: 114.5 Kw..VP: 229 Kw.

Owned-Oper. By.....NBC
Business Address.....184 Barton St.
Phone Number.....Summer 1717
Air Time.....8 hours daily
News Service.....UP
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Dir. of News & Comm. Affairs.....J. L. Begon
Director of Oper.....Alfred Jackson
Business Mgr.....W. Callaway
Consulting Eng.....Kear & Kennedy

WGR-TV—Buffalo—1954
NBC-ABC

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.....AP, INS
Representative.....Free & Peters
Membership.....NARTB
President.....George F. Goodyear
V.P. Gen. Manager.....J. J. Bernard
Comm. Manager.....G. Paschall Swift
Prog. Director.....VanBeuren De Vries
Prom., Pub. Director.....Ollie Howard
Production Mgr.....Warren Rossell
Dir. News & Sp. Events..VanBeuren DeVries
& Charles Warren
Film Manager.....Paul Sciandra
Chief Engineer.....Karl B. Hoffman
Consulting Eng.....Walter L. Davis

WCNY-TV—Carthage—1954
ABC-CBS

Channel: 7 VHF..AP: 91.2 Kw..VP: 174 Kw.
Owned-Oper. By...The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
Phone Number.....410
Air Time.....9 hours daily
News Service.....UP
Representative.....Weed
Membership.....NARTB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Sales Manager.....Alford M. Tauroney
Prog., Director.....David M. Graves
Promotion Director.....Homer J. Perkins
Director of News.....William E. Haley
Production Manager.....Glenn H. Hall
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovic
Consulting Engineer.....George C. Davis

WAST—Hagaman—1955
(Satellite WROW-TV, Albany)

MORE AUDIENCE* THAN
ANY STATION IN CINCINNATI

.....**THAT'S WHAT**

WNBF-TV, BINGHAMTON, N.Y.

DELIVERS DAY AND NIGHT

SEVEN DAYS A WEEK—AT

LOWER COST PER 1000.

YOUR BLAIR-TV MAN HAS

THE EVIDENCE FOR YOU.

*Also more audience than any station in Washington, D. C., Houston, Minneapolis-St. Paul and other major markets. Telepulse, December, 1955.



Channel 12
NBC-TV • ABC-TV

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.....SUsquareanna 7-5000
Air Time.....16 hours daily
News Service.....INS
Membership.....NARTB
Representative.....Weed
President.....Robert E. Kintner
Gen. Mgr.....R. L. Stone
Sales Manager.....J. Stampler
Program Director.....George Rice
Nat. Spot Sales & Traffic Mgr...Mary Connell
Production Mgr.....Gordon Kunz
Publicity Director.....Stephen Strassberg
Film Dir.....T. Kako
Chief Engineer.....Frank Marx
Consulting Eng.....Kear & Kennedy

WABD—New York—1944
DuM

Channel: 5 VHF...AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business Address.....205 E. 67th St.
Phone Number.....LEhigh 5-1000
News Service.....UP, INS
Representative.....Avery-Knodel
Membership.....NARTB
President.....Bernard Goodwin
Vice Pres., Gen. Manager.....Ted Cott
Exec. Pres. Asst.....Lew Arnold
Sales Mgr.....Bill Adler
Dir. of News & Sp. Events.....Ted Yates
Exec. Prod.....Barry Shear
Film Manager.....Joel Weisman
Chief Engineer.....Archie Smith

WATV—Newark, N. J.

(See New Jersey listing)

WCBS-TV—New York—1941
CBS

Channel: 2 VHF...AP: 21 Kw...VP: 42 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, CBS TV News Film
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
Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence
Warden
General Sales Mgr.... Frank Shakespeare, Jr.
Program Dir.....Hal Hough
Dir. Adv., Sales Promotion.....Robert G. Patt
Asst. Prog. Dir. & Prod. Dir...Dan Gallagher
Publicity Director.....Robert Fuller
Film Dept. Manager.....William C. Lacey
Dir. Tech. Operations...Robert G. Thompson
Consulting Engr.....CBS Gen. Eng. Dept.

WOR-TV—New York—1949

Channel: 9 VHF...AP: 44Kw...VP: 88 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1440 Broadway
Phone Number.....LOnacre 4-8000
Air Time.....14½ hours daily
News Service.....INS, UP
Station Representative.....H-R Reps.
Membership.....NARTB, TvB
President.....Thomas F. O'Neil
V.P.....Gordon Gray
Executive Asst.....Seymour Handy
Comm. Manager.....William Dix
Promotion Director.....Robert Sullivan
Dir. of News & Sp. Events.....George Brown
Production Mgr.....Ivan Reiner
Pub. Rel. Director.....Richard Jackson
Film Manager.....Milford Fenster
Chief Engineer.....Harry Tilley

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
Representative Peters, Griffin, Woodward, Inc.
President.....F. M. Flynn
V.P., Gen., Mgr.....F. M. Thrower
Asst. Gen. Opns. Manager.....L. J. Pope
Program Manager.....A. G. Hartigan
News & Sp. Events Mgr.....Walter Engels
Sales Mgr.....J. A. Patterson
Adv. & Promotion Manager...K. Culverhouse
Pub. & Pub. Relations Mgr...L. A. Hollingsworth
Chief Engineer.....O. S. Freeman
Consulting Engineer.....A. D. Ring

WRCA-TV—New York—1941
NBC

Channel: 4 VHF... AP: 15 Kw... VP: 30 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, TvB
President.....Robert Sarnoff
Gen. Mgr., Vice Pres.....Hamilton Shea
Asst. Gen. Mgr.....William Davidson
Commercial Manager.....Jay Heitin
Program Director.....Steve Krantz
Promotion Director.....Max E. Buck
Dir. of News & Sp. Events.....Bill Berns
Operations Manager.....Peter Affe
Publicity Mgr.....John O'Keele
Prod. & Business Affairs.....Arthur Hamilton
Chief Engineer.....Alfred E. Jackson

WIRI—Plattsburg—1954
ABC-NBC

Channel: 5 VHF... AP: 12 Kw... VP: 20 Kw.
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....257 Cornelia St.
Phone Number.....3070
Air Time.....12½ hours daily
Representative.....McGillvra
Membership.....NARTB
News Service.....AP, UP
Pres., Gen. Manager.....Ceri F. Stohn
Comm. Manager.....Albert LaFrance
Prog. Dir., Prod., Film Mgr.....Carl Stohn, Jr.
Dir. News & Sp. Events.....Bird Berdan, Al Cahill
Chief Engineer.....Joe Vallelunga

WHAM-TV—Rochester—1949
NBC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Business Address.....201 Humboldt St.
Phone Number.....Hubbard 1221
Air Time.....18 hours daily
News Service.....AP
Representative.....Hollingbery
Membership.....NARTB
President.....William Fay
V.P., Gen. Sls. Mgr.....John W. Kennedy, Jr.
Gen. Prog. Director.....Charles Siverson
Asst. Prog. Dir., TV.....Gene Zacher
Dir. Adv. & Prom.....L. Walton Smith
News Editor.....David E. Kessler
Production Manager.....Gene Zacher
Film Director.....David Manning
Chief Engineer.....Kenneth Gardner

WHEC-TV—Rochester—1953
CBS-ABC

Channel: 10 VHF... AP: 66 Kw... VP: 124 Kw.
Owned-Oper. By.....WHEC, Inc.

Business Address.....40 Franklin St.
Phone Number.....Baker 6740
Representative.....Everett-McKinney
News Service.....AP
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
Prog., Prom. Dir.....William J. Adams
Production Manager.....Warren Wightman
Film Manager.....James Reidenbach
Chief Engineer.....Bernard C. O'Brien
Technical Director.....Richard K. Blackburn

WVET-TV—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 Director.....Paul C. Louthier
Prom., Pub. Director.....Donald Killock
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

WRGB—Schenectady—1939
ABC-CBS-NBC

Channel: 6 VHF... AP: 47 Kw... VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Phone Number.....FR 7-2261
Representative.....NBC Spot Sales
Station Mgr.....Raymond W. Welpott
Mgr., Bcstg. Sta. Dept.....Bob B. Hanna, Jr.
Comm. Manager.....Robert F. Reid
Prog. Dir., Film. Prod. Mgr.....Albert G. Zink
Prom., Pub. Director.....James Q. Cobb
Dir. of News & Sp. Events.....Lansing Christman
Chief Engineer.....Willard J. Purcell
Consulting Engineer.....Jansky & Bailey

WHEN-TV—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
Representative.....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir., Film Mgr.....Gordon Alderman
Prod. Manager.....Fred Beck
Prom., Publicity Director.....Robert G. Peel
Chief Engineer.....Frank Spain

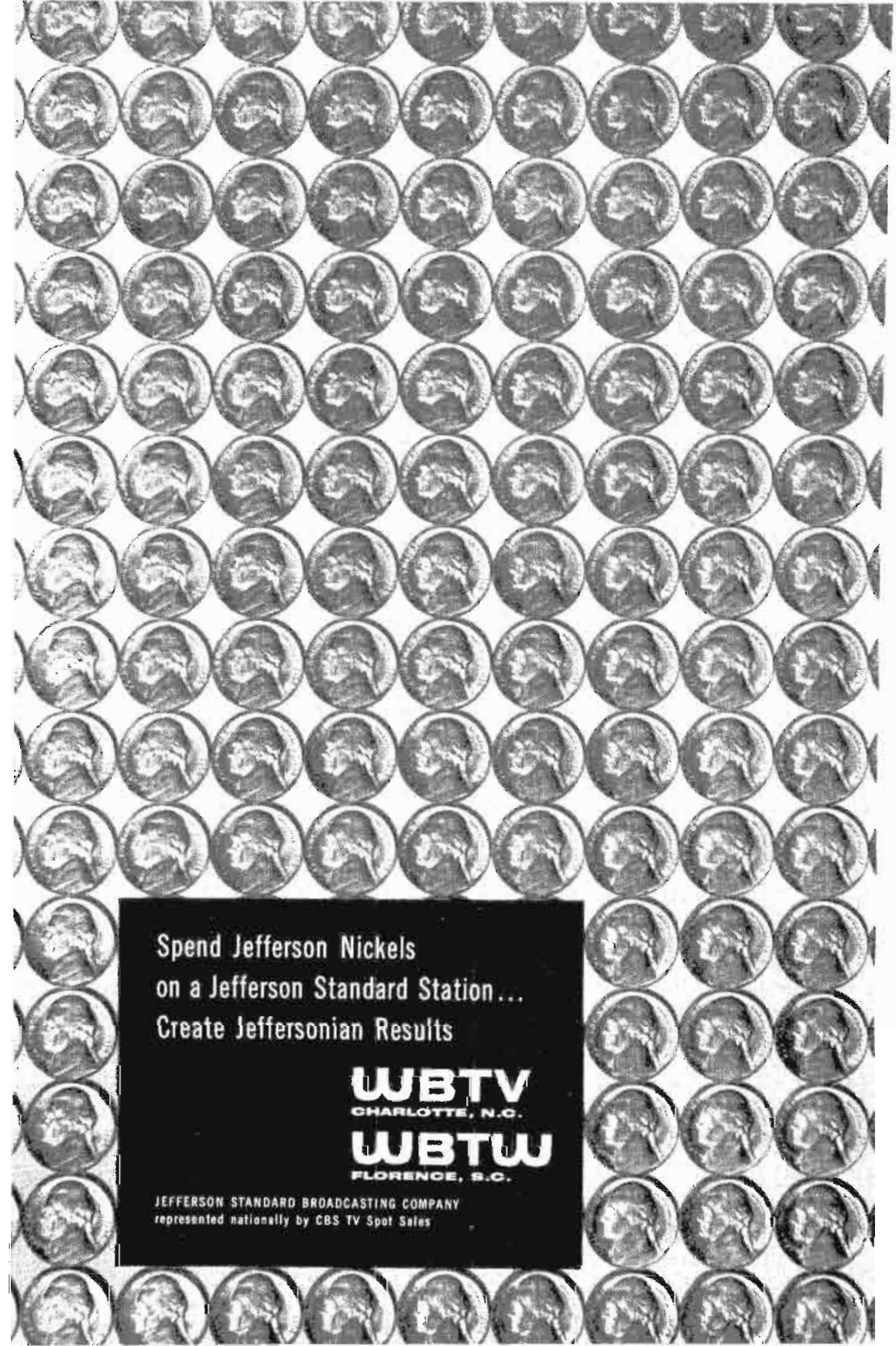
WSYR-TV—Syracuse—1950
NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number3-7111
Air Time.....18 hours daily
News, Affil...Post & Standard, Herald-Journal
News Service.....UP INS
Representative ...Harrington-Righter-Parsons
MembershipNARTB
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.....Louis Switzer
Dir. of News & Sp. Events.....Fred Hillegas
Program Director.....James McDonald
Film Manager.....Rodney Swift
Chief Engineer.....Albert Eicholzer
Consulting Eng.....Craven, Lohnes & Culver

WKTU—Utica—1949
ABC-CBS-NBC

Channel: 13 VHF..AP: 100 Kw..VP: 187 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....Smith Hill Rd.
Phone Number3-0404
Air Time.....18 hours daily
News ServiceUP
Representative.....Donald Cooke, Inc.
MembershipNARTB
President.....Myron J. Kallet
Gen., Sta. Manager.....Michael C. Fusco
Exec. Vice Pres.....William T. MacNeilly
Program Dir.....Jack Fredericks
Publicity Director.....Frank Gruenwald
Promotion Director.....Steve Purcell
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

For Important
Telephone Numbers
in
New York
Chicago
Washington
Los Angeles
See
Page 100



Spend Jefferson Nickels
on a Jefferson Standard Station ...
Create Jeffersonian Results

WBTV
CHARLOTTE, N.C.

WBTV
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

NORTH CAROLINA

Pop. Feb. 1, 1956 (Est.) 4,310,000—TV Homes 716,459
Stations in State 12

WISE-TV—Asheville—1953 NBC-CBS

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. Thoms
Commercial Mgr... Joseph J. Master
Program Director... Coletta M. Mouw
Chief Engineer... John Randolph

WLOS-TV—Asheville—1954 ABC

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... 12½ hours daily
News Service... UP
Rep... Venard, Rintoul & McConnell; Ayers
Membership... NARTB
Executive V.P... Charles B. Britt
Gen. Mgr., Dir News, Sp. Evt... J. E. Edwards
Comm. Manager... Bradley H. Roberts
Prog. Dir., Prod. Mgr... Charles E. Newcomb
Prod. Manager... Sterling W. Wright
Film Manager... Bob Hensley
Consulting Engineer... John Creutz

WBTV—Charlotte—1949 ABC-CBS-NBC

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.
Owned-Oper. By... Jefferson Standard Bcstg. Co.
Business Address... 1 Jefferson Pl.
Phone Number... ED 3-8833
Air Time... 17 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
Gen. Sales Mgr... Wallace J. Jorgenson
V.P. Dir. of Engineering... Thomas Howard
Promotion Supervisor... John Dillon
Prod. Supervisor... Robert L. Rierson
Publicity Director... H. Harold Powell
Film Supervisor... J. Nathan Tucker
Consulting Engineer... A. J. Ring

WTVD—Durham—1954 ABC-NBC

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.
Owned-Oper... Durham Bcstg. Enterprises, Inc.
Business Address... P. O. Box 2009
Phone Number... 2-2111

Air Time... 18 hours daily
News Service... AP
Representative... Petry
Membership... NARTB, TvB
Pres., Gen. Mgr... Harmon L. Duncan
Station Manager... Floyd Fletcher
Comm. Manager... Mike Thompson
Program Director... Ernie Greup
Prom., Pub. Director... Norman Hackney
Production Manager... Harry Middleton
Dir. of News & Sp. Events... Jack Williams
Film Buyer... Dale Baum
Chief Engineer... Henry Cronin
Consulting Eng... Craven, Lohnes & Culver

WFLB-TV—Fayetteville 1955—CBS-NBC

Channel: 18 UHF... AP: 7.41 Kw... VP: 13.2 Kw.
Owned-Operated By... Fayetteville Bcstrs. Inc.
Address... Box 512
Representative... Young TV Corp.
General Manager... W. D. Bailey

WFMY-TV—Greensboro 1948

Channel: 2 VHF... AP: 8.4 Kw... VP: 16.72 Kw.
Owned-Operated By... Greensboro News Co.
Address... Phillips Ave.
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
Comm. Manager... Joe E. Lake
Program Director... Gomer R. Lesch
Prom. Manager... Al Chioda
Film Manager... Jackiggins
Chief Engineer... William E. Neill
Consulting Engineer... Craven, Lohnes, & Culver

WNCT—Greenville—1953 ABC-CBS

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... Carolina Bcstg. System Inc.
Business Address... Box 898
Phone Number... 6181
Air Time... 17½ hours daily
News Service... UP
Representative... Pearson
Membership... TvB
President... Earl Westbrook
General Mandger... A. Hartwell Campbell
Comm. Manager... John G. Clark, Jr.
Prog., News Director... Eck Wall
Prom., Pub. Manager... Dave Mosier
Production Manager... John Warner
Film Mgrs... Malcolm Nicholson, Bill Carroll
Chief Engineer... Hank Tribley
Consulting Eng... Everett Dillard

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

A P

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

WNAO-TV—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

WITN—Washington—1955
NBC

Channel: 7 VHF..AP: 160 Kw..VP: 316 Kw.
 Owned-Oper. By.....North Carolina TV, Inc.
 Business Address.....Washington
 Phone Number.....1760
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Headley-Reed
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....W. R. Robertson, Jr.
 Comm. Manager.....I. H. Patterson
 Dir. Ops., Film Mgr.....Hal Wilson
 Dir. of News & Sp. Events.....S. Pfoutz
 Chief Engineer.....L. E. Hiland
 Cons. Eng.....George C. Davis, Wash., D. C.

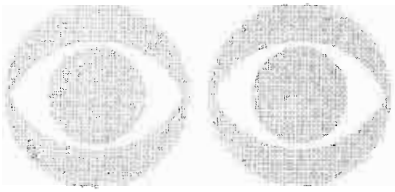
WMFD-TV—Wilmington
1954—ABC-NBC

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: 200 Kw..VP: 316 Kw.
 Owned-Oper. By.....Triangle Bestg. Corp.

CBS



WNAO-TV

CHANNEL 28

THE NATION'S

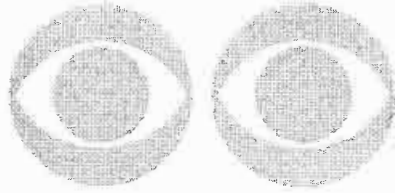
No. 1

U.H.F.

IN A MIXED

MARKET !!

Raleigh
 Durham





Business Address.....419-21 N. Spruce St.
 Phone Number.....5-2311
 Air Time.....18 hours daily
 Newspaper Aff.....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
 Prom. & Pub. Director.....Dick Barron
 Director News.....F. O. Carver
 Film Manager.....Carl Wiegold
 Operations Manager.....Phil Hedrick
 Consulting Eng.....Craven, Lohnes & Culver

WTOB-TV—Winston-Salem 1953

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.....Venard, Rintoul & McConnell
 President.....James W. Coan
 General Manager.....John G. Johnson
 Production Mgr., Film Dir.....Tracy Lounsbury
 Chief Engineer.....Jim Hoke

NORTH DAKOTA

Pop. Feb. 1, 1956 (Est.) 624,000—TV Homes 72,095
Stations in State 6

KBMB-TV—Bismarck—1955 CBS

Channel: 12 WHF..AP: 14.5 Kw..VP: 39 Kw.
 Owned-Oper. By.....North Dakota Bcstg. Co., Inc.
 Address.....Box 626, Fargo, N. D.
 Representative.....Weed TV Corp.
 Pres., Gen. Mgr.....John W. Boler

KFYR-TV—Bismarck—1953 NBC-CBS

Channel: 5 VHF..VP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....Meyer Bcstg. Co.
 Business Address.....202½ 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.....W. A. Ekberg
 Comm. Manager.....A. L. Anderson
 Program Director.....Cal Culver



Channel 5
 BISMARCK, N. DAK.
 FULL POWER
 100,000 WATTS

Represented Nationally by Hoag-Blair TV, Inc.

Kfyr-tv
 entertains and
 sells some of
 the nation's
 spendigest
 families!

North Dakota families know a bargain when they see it . . . and they see it on KFYR-tv. Top-rated shows from the three major networks blend with carefully prepared local programming — sports, news and special events — to produce picture pleasure enjoyed by thousands of loyal KFYR-tv viewers.

And KFYR-tv satisfies some of the buying-out folks in the nation. North Dakota ranks 10th in the nation in retail sales per house-

hold . . . and Burleigh, KFYR-tv's home county, clinched 26th place among the nation's counties with a whopping retail buying spree of \$5,748 per household last year.*

No matter how you look at it . . . set saturation, mail pull or local account loyalty, KFYR-tv delivers MORE for your advertising dollar — where dollars mean dividends!

*1955 Consumer Markets, SR&DS

KFYR-TV * Channel 5 * Bismarck, North Dakota * 100,000 WATTS

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

WDAY-TV—Fargo—1953
NBC-ABC

Channel: 6 VHF .AP: 33 Kw. .VP: 66 Kw.
 Owned-Oper. By WDAY, Inc.
 Business Address 118 Broadway
 Phone Number 5357
 Representative . . Peters, Griffin, Woodward, Inc.
 President E. C. Reineke
 Manager Tom Barnes
 Asst. Manager Jack Dunn
 Program Manager Ken Kennedy
 Promotion Mgr. Roy Pedersen
 Production Director Jack Gauvite

KNOX-TV—Grand Forks
1955—NBC-ABC

Channel: 10 VHF .AP: 14.1 Kw. .VP: 28.2 Kw.
 Owned-Operated By . . Community Radio Corp.
 Address Box 142
 Representative Rambeau, Bulmer & Johnson
 Pres., Gen. Mgr. Carroll E. Day

KCJB-TV—Minot—1953
CBS-NBC

Channel: 13 VHF . . .AP: 15 Kw. . . .VP: 30 Kw.

Owned-Oper. By North Dakota Bcstg. Co.
 Business Address 15A West Central Ave.
 Phone Number 51-161
 Air Time 10 hours daily
 News Service AP, UP
 Representative Weed
 Membership NARTB
 Pres., General Manager John W. Boler
 Sta., Comm. Manager Chester Rietan
 Prog. Director Peter Evenson
 Dir. News & Sp. Events William Johnson
 Film Manager Mary Novak
 Chief Engineer Joe Main
 Consulting Engineer Lloyd R. Amoo

KXJB-TV—Valley City
1954—CBS

Channel: 4 VHF .AP: 57 Kw. .VP: 100 Kw.
 Owned-Oper. By North Dakota Bcstg. Co.
 Business Address 4000 Front Street
 Phone Number 4461
 Air Time 13½ hours daily
 News Service AP
 Representative Weed
 Membership NARTB
 Pres., Gen. Mgr. John W. Boler
 V.P. Sales William L. Hurley
 Promotion Director Barbara Curran
 Dir. of News & Sp. Events Hal Kennedy
 Oper. Mgr., Prog. Dir. Judy Lawton
 Prod. Manager R. O. Grignon
 Film Manager Loren Mathre
 V.P., Engineering Lloyd Amoo

The "MARKET MAKERS" made

**Now . . . ONE CALL BUYS THE
 NORTH DAKOTA MARKET**

They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

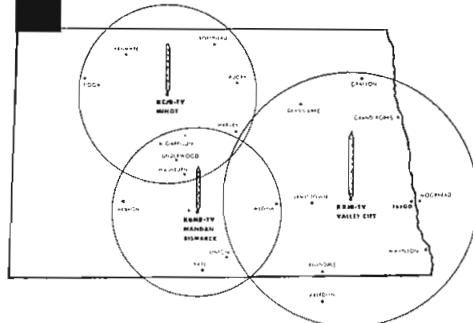
What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of one television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount).

	10 sec.	1 min.
AA (7:30-9:30 PM)	\$64.00	\$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.

market out of North Dakota!



ONE CALL . . . ONE CONTACT . . . ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE . . .

MARKET MAKER STATIONS!

• CBS Primary • N. D. Broadcasting Co • 4000 Front St. • Fargo 4461

**Call WEED
 TELEVISION**

KCJB-TV
 CHANNEL 13
 30,000 WATTS
 MINOT

KXJB-TV
 CHANNEL 4
 100,000 WATTS
 VALLEY CITY

KBMB-TV
 CHANNEL 12
 30,000 WATTS
 BISMARCK



**CLEVELAND'S
NEW
SIGHT AND
SOUND**

There's excitement in the air in Cleveland and all of Northern Ohio. KYW-TV, the newest member of the WBC family, is taking the town.

KYW-TV's audience is watching new and outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy--the best of everything in sight and sound.

To you this means audience action in the nation's 7th largest market . . . 1,217,000 TV homes and the highest per-capita income in the country!

Put KYW-TV to work for you in these 27 rich counties. Call Albert Krivin, Sales Manager at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, New York.

KYW  TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON —WBZ | WBZA
PITTSBURGH —KDKA
CLEVELAND —KYW
FORT WAYNE —WOWO
PORTLAND —KEX

TELEVISION

BOSTON —WBZ-TV
PITTSBURGH —KDKA-TV
CLEVELAND —KYW-TV
SAN FRANCISCO —KPIX



KPIX REPRESENTED BY THE KATZ AGENCY INC
ALL OTHER WBC STATIONS REPRESENTED BY
PETERS GOTTEN WOODWARD INC

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF... AP: 107 Kw... VP: 213 Kw.
Owned-Oper. By... Summit Radio Corp.
Business Address... 853 Copley Road
Phone Number... Portage 2-8811
Air Time... 12 hours daily
News Service... AP, UP
Representative... Weed
Membership... NARTB
President... S. Bernard Berk
Gen. Sta. Manager... Roger G. Berk
V.P., Dir. Sales... Kenneth M. Keegon
Prom. Director... A. R. Cooper
Dir. of News & Sp. Events... Ed McDonald
Prog., Pub. Dir., Prod. Mgr., Robert I. Bostian
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 Holecka
Production Manager... Robert Cox
Chief Engineer... Frank Bernato
Consulting Engineer... Guatney & Jones

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... Scripps-Howard Radio, Inc.
Business Address... 2345 Symmes St.
Phone Number... Capital 1-0777
Air Time... 17½ hours daily
News Service... UP
Representative... The Branham Co.
Membership... NARTB
President... Jack R. Howard
General Manager... M. C. Watters
Station Manager... Glenn C. Miller
National Sales Mgr., Patrick H. Crafton
Prog. Director... Ed Weston
Prom., Pub. Director... Dave Wilson
Dir. of News & Sp. Events... Jack Fogarty
Sales Director... Clarence (Chick) Doty
Production Manager... Len Goorlan
Film Manager... Harvey Freeman
Chief Engineer... Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF... AP: 195 Kw... VP: 316 Kw.
Owned-Oper. By... Radio Cincinnati, Inc.

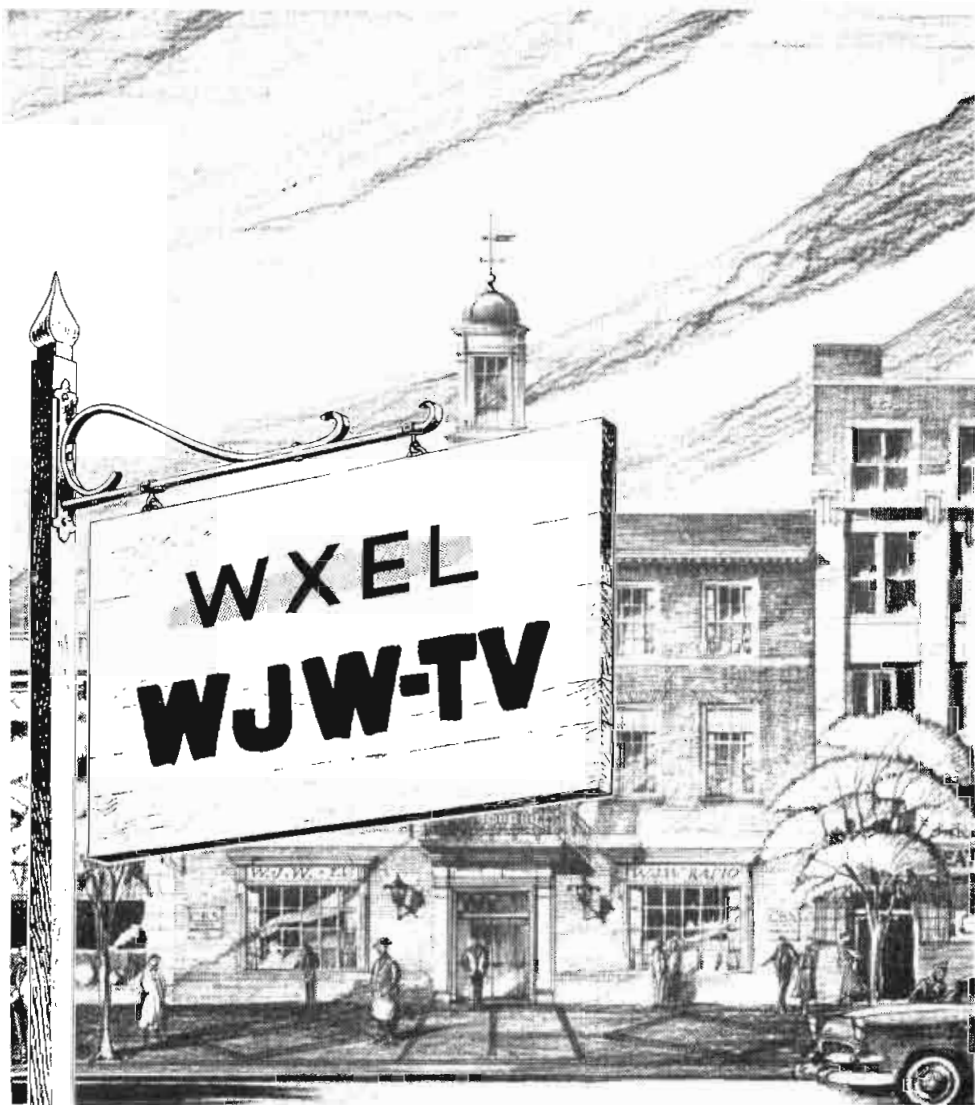
Business Address... Times-Star Bldg.
Phone Number... GARfield 1-1331
Air Time... 18 hours daily
News Service... AP
Representative... Katz
Membership... NARTB
President... Hulbert Taft, Jr.
Exec. V.P., Gen. Manager... David G. Taft
Gen. Sales Mgr., Robert T. Schlinkert
Natl. Sls. Manager... Kenneth Church
Local Sls. Manager... Roger Read
Program Director... Paul E. Shumate
Director of Merch. Prom., John J. Walsh
Dir. of News & Sp. Events... George Palmer
Prod. Manager... George Rogers
Publicity Director... Don Edgemon
Promotion Director... Lila Lambert
Film Manager... Barry Hersh
Director of Eng., George Wilson
Consulting Engineer... George Davis

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
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.

KYW-TV—Cleveland—1948

Channel: 3... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Westinghouse Bcstg. Co.
Business-Studio Address... 815 Superior Ave.
Phone Number... CHERy 1-0942
Air Time... 18 hours daily
News Service... AP, UP, INS Facsimile
Representative... Peters, Griffin, Woodward, Inc.
Membership... NARTB, TvB
President... D. McGannon
V.P., Gen. Mgr., Rolland V. Tooke
Sales Manager... Albert Krivin
Program Manager... E. Preston Stover
Production Manager... B. Calvin Jones
Adv. & Sls. Prom. Mgr., G. Edward Wallis
Auditor... Robert Peters
Chief Engineer... Sidney V. Stadig



A NEW NAME...AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better than ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!



in Cleveland, keep your eye on channel 8

WJW-TV ...Cleveland's Basic CBS Television Outlet

WEWS—Cleveland—1947
ABC

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.....15 hours daily
News ServiceUP
MembershipNARTB, TvB
RepresentativeBranham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
General Executive.....Floyd E. Weldman
Exec. Program Mgr.....Betty Cope
Dir. of News & Spec. Events..Donald L. Perris
Advertising Manager.....John H. Foley
Chief Engineer.....Joseph B. Epperson

WJW-TV—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
RepresentativeKatz
MembershipNARTB, TvB
President.....George B. Storer
Managing Director.....Ben Wickham
Publicity Director.....Barbara Snyder
Commercial Mgr.....R. C. Wright
Program Director.....Ben Wickham
Chief Engineer.....H. A. Brinkman
Consulting Engineer.....A. Earl Cullum

WBNS-TV—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.....CA 8-3538
Air Time.....17 hours daily
News ServiceAP
Station Representative.....Blair TV
MembershipNARTB, 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.....Larry Rhodes
Merchandising Dir.....Morton Sherman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-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
MembershipTvB
Air Time.....19 hours daily
News ServiceUP
President.....Robert E. Dunville
Vice Pres. & Gen. Mgr.....James Leonard
Commercial Mgr.....James G. Burgess
Program Director.....Walter S. Jacobs
Promotion Director.....Donald H. Edgemore
Production Manager.....Bud Gillis
Dir. of News & Spec. Events...David Nichols
Film Manager.....Carol Barclay
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949
CBS-DuM

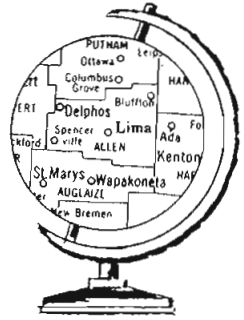
Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address.....753 Harmon Ave.
Phone Number.....CApitol 8-5801
Air Time.....15 hours daily
News ServiceAP
RepresentativeKatz
MembershipNARTB
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Sales Manager.....Edwin G. Richter, Jr.
Program Director.....Joseph A. Jenkins
Promotion Director.....Bruce Johns
Director of News.....Joe Hill
Film Manager.....Richard McKinney
Chief Engineer.....William H. Hansher

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.....19 hours daily
News Service.....UP, INS
Representative ...WLW Sales, NBC Spot Sales
MembershipNARTB
President.....R. E. Dunville
V.P., Sta. Manager.....H. P. Lasker
Comm. Manager.....George Gray
Program Adm.....Arlene Hadley
Pub. Director.....Dorothy A. Sanders
Exec. Prod.....Robert Provence
Chief Engineer.....Lester Sturgill

WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent . . . and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:



CHANNELS VIEWED MOST IN LIMA, OHIO

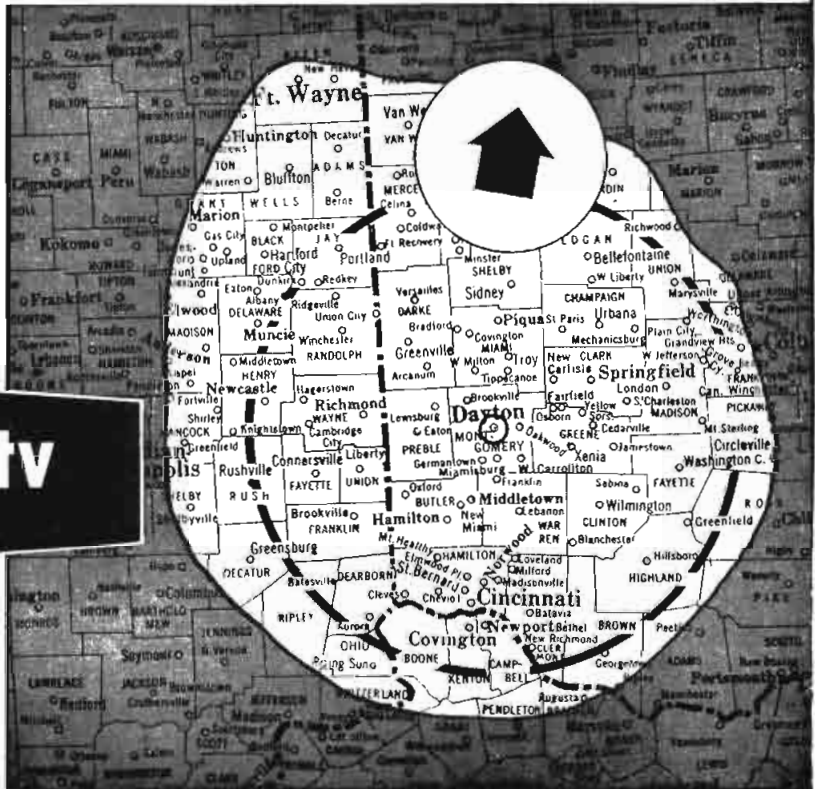
Channel	City	Station Viewed Most Before 6 P.M.	Station Viewed Most After 6 P.M.
WHIO-TV	Dayton	66	66
Station B (UHF)		7	24
Station C		5	5
Station D		3	3

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF
AMERICA'S
GREATEST
AREA
STATIONS

whio-tv
CBS

Channel **7**
DAYTON, OHIO



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

WSPD-TV—Toledo—1948
ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Air Time.....16 hours daily
News Service.....INS, UP
Phone Number.....CHerry 8-6201
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
V.P. & Managing Dir.....Allen L. Hald
National Sales Mgr.....Bill Ashworth
Dir. of News & Sp. Events.....Jim Uebelhart
Production Manager.....John Saunders
Film Director.....Elaine Phillips
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....Liz Wagner
Chief Engineer.....Bill Stringfellow
Consulting Engineer.....Jansky & Bailey

WIMA-TV—Lima—1953
NBC-ABC-CBS

Channel: 73 UHF..AP: 9.8 Kw..VP: 16.2 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Phone Number.....6-3411
Air Time.....12 hours daily
News Service.....UP
Representative.....H-B
Membership.....NARTB
President.....G. E. Hamilton
Gen., Sta. Manager.....R. W. Mack
National Sales.....J. L. Spring
Local Sales.....C. B. Heller
Program Director.....Easter Straker
Dir. of News & Sp. Events.....Don Sherwood
Production Manager.....Dick Hower
Film Manager.....Tom Ryan
Chief Engineer.....Albert Smith
Consulting Engineer.....George Davis

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.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer
Consulting Engineer.....A. Earl Cullum Jr.

WSTV-TV—Steubenville
1953—CBS-ABC

Channel: 9 VHF..AP: 115 Kw..VP: 230 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
Phone Number.....ATlantic 2-6265
Air Time.....18 hours daily
News Service.....UP
Representative.....Avery-Knodel
President.....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Comm. Manager.....Joseph M. Troesch
Prog. Director.....Rosemarie Zorne
Dir. of News & Sp. Events.....Scott McMurray
Prom., Pub. Director.....Bill McClinton
Prod. Mgrs....George Wilson, Clyde Higgins
Film Manager.....Carl Kroskey
Chief Engineer.....Charles S. Shepherd
Consulting Engineer.....George C. Davis

WKBN-TV—Youngstown
ABC-CBS

Channel: 27 UHF..AP: 89 Kw..VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Phone Number.....STerling 2-1145
News Service.....UP
Air Time.....18 hours daily
Membership.....NARTB
Representative.....Raymer
President, Gen. Mgr....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Public Relations 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

Channel: 18 UHF. AP: 40.7 Kw. VP: 74.1 Kw.
Owned-Oper. By... Southeastern Ohio TV Sys.
Business Address... Lind Arcade Bldg.
Phone Number... GL 2-5431
Air Time... 10 hours daily
News Service... AP, UP
Representative... Pearson

Membership... NARTB, TvB
President... Clay Littick
Gen., Station Mgr... Allan Land
Comm. Manager... Nate Milder
Dir. of News, Sp. Events... Arthur Schreiber
Program Director... Reed Mellon
Prom., Pub. Director... Naomi Lorton
Prod., Film Buyer... Edward Fisher
Film Manager... Rclph Young
Chief Engineer... William A. Hunt, Sr.
Consulting Engineer... Craven, Lohnes & Culver

OKLAHOMA

Pop. Feb. 1, 1956 (Est.) 2,280,000—TV Homes 506,727
Stations in State 8

KTEN—Ada—1954
ABC-CBS-NBC

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... 12 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
Program Director... Nadine Wheeler
Dir. of News & Sp. Events... George Miller, Jr.
Comm. Manager... Bill Hoover
Prom., Pub. Director... Helen Moreland
Production Manager... Jack Hoover
Film Manager... G. C. Northington
Chief Engineer... Fred Smith
Consulting Eng... Vandivere, Cohen & Wearn

General Manager... Ross Baker
Comm. Manager... Al Shore
Prog., News & Sp. Events Dir... Jack Sasser
Production Manager... Bill Wheatley
Publicity Director... Wretha Bernhart
Film Manager... Murdoch Matthew
Chief Engineer... Williard Cochran
Consulting Engineer... William Buford

KTVX—Muskogee—1954
ABC

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By... Tulsa Broadcasting Co.
Business Address... Box 9697
Phone Number... Hlckory 6-6184
Representative... Avery-Knodel
President... John T. Griffin
Vice-Pres., Gen. Mgr... L. A. Blust, Jr.
Sta. Mgr., Prog. Director... Ben January
National Sales Mgr... Ben Holmes
Program Director... John Devine
Prom., Pub. Director... Robert C. Meade
Dir. of News & Sp. Events... Jack Morris
Production Manager... Al Clauser
Film Managers... Glen Raines, J. Mermovd
Engineering Supervisor... Robert E. Snider
Chief Engineer... Louis Brown
Consulting Engineer... Paul Godley

KGEO-TV—Enid—1954
ABC

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By... Streets Electronics, Inc.
Business Address... 206 East Randolph
Phone Number... ADams 4-5000
Air Time... 10 hours daily
News Service... UP
Representative... John E. Pearson
Membership... NARTB
President... P. R. Banta
Gen., Sta., Comm. Manager... George Streets
Promotion, Publicity... Casey Cohlma
Production Manager... George Hohnbaum
Film Manager... Bill Davis
Chief Engineer... William Teitzel
Consulting Engineer... A. Earl Cullum

KWTV—Oklahoma City—1953
CBS-ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By... Oklahoma Television Corp.
Business Address... Box 8788
Phone Number... Victor 3-6641
Air Time... 17 hours daily
Representative... Avery-Knodel
Membership... NARTB, TvB
President... Roy J. Turner
General Manager... Edgar T. Bell
Commercial Mgr... Fred L. Vance
Promotion, Pub. Dir... Montez Tjaden
Nat. Sls. Mgr... Jack de Lier
Local Sls. Mgr... J. Gallaska
Film Manager... David Hunt
Production Mgr... Gene Linder
Consulting Eng... George C. Davis
Director of News... Bruce Palmer
Program Director... Perry Dickey
Chief Engineer... Morris W. Thomas

KSWO-TV—Lawton—1950
ABC

Channel: 7 VHF. AP: 4.57 Kw. VP: 9.12 Kw.
Owned-Operated By
Oklahoma Quality Bcsig. Co.
Address... Box 1385
Phone Number... 7725
Representative... Pearson
President... R. H. Drewry

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: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Phone Number.....CHerry 2-9233
Air Time.....18 hours daily
News Service.....UP
Membership.....NARTB

Station Representative.....Petry
Pres., Gen Mgr.....C. Wrede Petersmeyer
Program Director.....Dick Campbell
Comm. Manager.....Jim Richdale, Jr.
Prom., Publicity Director.....Robert Freeland
Film Manager.....Glenn White
Dir. of News & Sp. Events.....Cy Tuma
Chief Engineer.....LaVoy Hooker
Consulting Engineer.....Earl Cullum

KVOO-TV—Tulsa—1954
NBC

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper.....Central Plains Enterprises, Inc.
Business Address.....311 South Denver
Phone Number.....LUther 4-7204
Air Time.....17 hours daily
News Service.....UP, AP, INS
Representative.....Blair TV
Membership.....NARTB, TvB
President.....W. G. Skelly
General Manager.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Publicity Director.....Ann Fellows
Prom. Director.....Gordon Gearhart
Prod. Manager.....Fred Komma
Dir. of News & Sp. Events.....Ken Miller
Film Manager.....Allen Cox
Chief Engineer.....John Bushnell
Consulting Engineer.....Jansky & Bailey

OREGON

Pop. Feb. 1, 1956 (Est.) 1,680,000—TV Homes 321,351
Stations in State 5

KVAL-TV—Eugene—1954
ABC-NBC

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Phone Number.....4-3245
Rep.....Hollingbery, Moore & Lund
President.....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Comm. Manager.....Glenn Nickell
Prog. Dir., Prod. Mgr.....R. E. Anderson
Dir. of News & Sp. Events.....Phil George
Prom., Pub. Director.....Beverly Brunton
Film Manager.....Martin Levinson
Chief Engineer.....Al Barnard

KBES-TV—Medford—1953
CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.
Owned-Oper. By.....Calif-Ore. TV Inc.
Business Address.....Box 1189
Phone Number.....3-4581
Newspaper Affil.....Grants Pass Courier
Representative.....Hoag, Blair
President.....Amos Voorhies
Gen. Mgr., Sec'y. Treas.....W. B. Smullin
Vice-Pres., Business Mgr.....Everett A. Faber
Vice-Pres., Sta. Mgr.....E. A. Malone
Manager.....Jerold R. Poulos
Chief Engineer.....Nestor L. Williams

KLOR—Portland—1955—ABC

Channel: 12...AP: 158 Kw...VP: 316 Kw.
Owned By.....Huntington 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

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcastg. Corp.
Business Address.....140 S.W. Columbia St.
Phone Number.....CA 8-3333
Air Time.....16 hours daily
Newspaper Affil.....Oregonian
News Service.....AP, UP
Rep.....CBS Spot Sales
Membership.....TvB
President.....Theodore R. Gamble
General Manager.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Dir. of News & Sp. Events.....Tal Tripp
Production Manager.....Roy Rector
Program Production.....Luke Roberts
Film Manager.....Tad M. Williams

Chief Engineer.....Louis S. Bookwalter
 Consulting Engineer.....Page, Creutz

KPTV—Portland—1952
NBC

Channel: 27 UHF.. AP: 324 Kw... VP: 646 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....735 S.W. 20th Pl.
 Phone Number.....CApitol 2-9921
 Air Time.....16 hours daily
 News Service.....UP
 Representative.....NBC Spot Sales
 Membership.....NARTB, TvB

President.....George B. Storer
 Managing Director.....Francis Riordan
 Nat. Sales Manager.....Donald Typeson
 Program Director.....Tom Myers
 Local Sls. Mgr.....D. O. Lonie
 Pub., Prom. Director.....A. R. McLaughlin
 Dir. of News & Sp. Events.....Ivan Smith
 Film Manager.....Richard Norman
 Production Manager.....Ralph McGrew
 Chief Engineer.....William H. McAllister
 Consulting Eng.....A. Earl McCullum, Jr.

KPIC—Roseburg—1956
 (Satellite of KVAL, Eugene)

PENNSYLVANIA

Pop. Feb. 1, 1956 (Est.) 10,835,000—TV Homes 2,798,330
 Stations in State 24

WFBC-TV—Altoona—1952
NBC-ABC-CBS

Channel: 10 VHF.. AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By...Triangle Publications, Inc.
 Address.....Gable Arcade
 Phone Number.....ALtoona 4-2031
 Air Time.....16 hours daily
 News Service.....AP, INS
 Representative.....H.R. Television
 Membership.....NARTB
 Managing Prog. Director.....Jack Snyder
 Oper. Manager.....George R. Burgoon

Prom., Pub. Director.....Sally Lowther
 Dir. of News & Sp. Events.....Charles Flynn
 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

it takes
KPTV's
1,000,000
 watt

Television Giant to cover the
Portland, Oregon scene!



**STORER
 NATIONAL
 SALES
 HEAD-
 QUARTERS**

TOM WINKLER, V.P.
 In Charge of Sales
 108 E. 57th Street
 New York
 EDison 5-7690

BILL WOOD
 National Sales Manager
 118 E. 57th Street
 New York
 EDison 5-7690

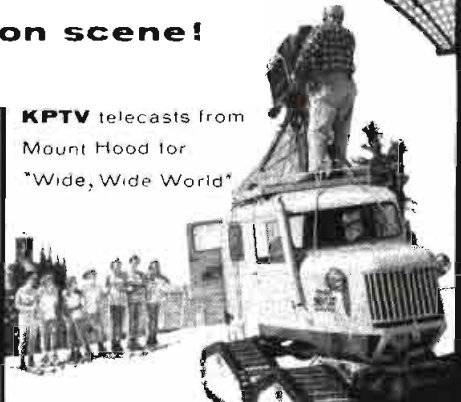
LEW ROYCE
 Midwest TV Sales Manager
 210 N. Michigan Avenue
 Chicago
 FRAnklin 2-6415

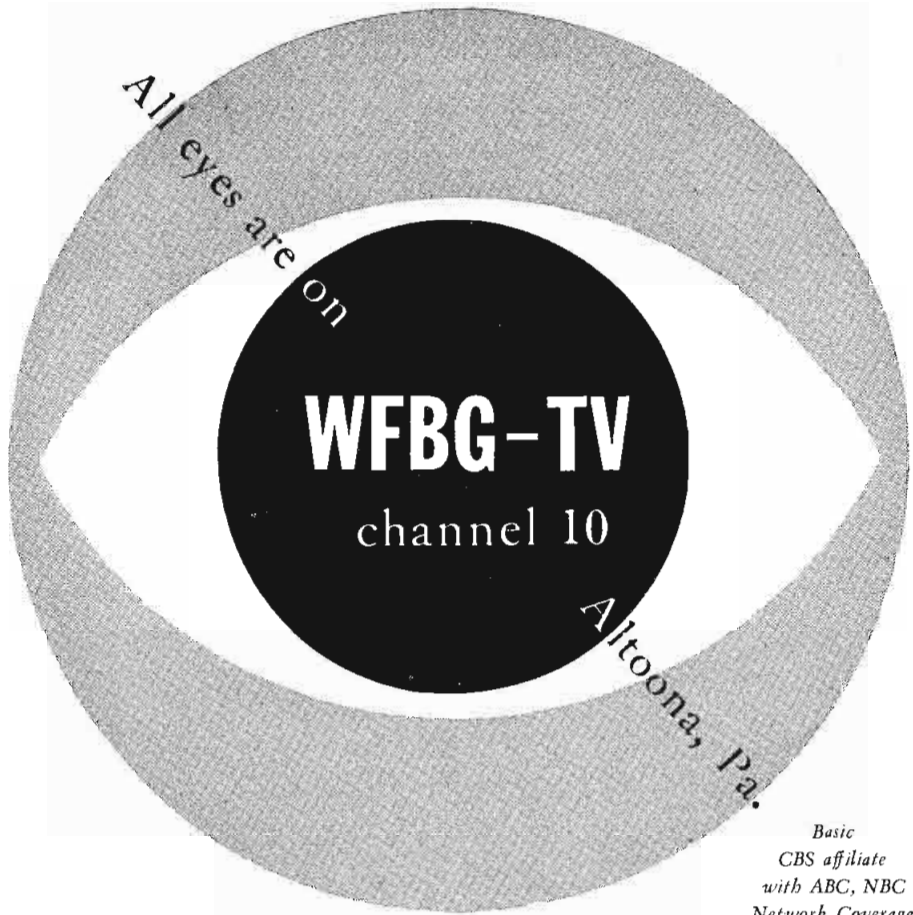
GARY V. GRUBB, V.P.
 West Coast Sales Manager
 111 Sutter Street
 San Francisco
 SPring 1-1611

**Represented
 Nationally
 by NBC
 SPOT
 SALES**



KPTV telecasts from
 Mount Hood for
 "Wide, Wide World"





*Basic
CBS affiliate
with ABC, NBC
Network Coverage*

You need only buy WFBG-TV to cover all of Central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated area between Pittsburgh and Harrisburg. In addition to the 573,731 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV

Altoona, Pa.

BASIC



NETWORK

also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

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. Mathiot
 Consulting Engineer James C. McNary

WGLV—Easton—1953—ABC

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 Charles R. Thon
 Program Director Peter F. Gallagher
 Production Manager Woody Smith
 Film Manager Willard Shively
 Dir. of News & Sp. Events Jack Rattigan
 Business Mgr. Nelson S. Rounsley
 Chief Engineer Robert Francett
 Consulting Engineer Paul Godley

**WICU—Erie—1949
 ABC-NBC**

Channel: 12..... AP: 15 Kw..... VP: 30 Kw.
 Owned-Oper. .. Edward Lamb Enterprises, Inc.
 Bus. Trans. Address 3514 State St.
 Phone Number 4-5201
 Air Time 18 hours daily
 Newspaper Affil. Dispatch
 News Service AP
 Representative Petry
 Membership NARTB
 President Edward Lamb
 Gen., Sta. Manager Ben McLcughlin
 Comm. Manager Karl Nelson
 Program Director Bob Lunquist
 Prom., Pub. Director Jack Schumacher
 Production Manager Dick Johnson
 Film Manager John Cook
 Chief Engineer Mike Csp
 Consulting Engineer F. H. McIntosh

WSEE—Erie—1954—CBS

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**

Channel: 27 UHF.. AP: 120 Kw.. VP: 240 Kw.
 Owned-Oper. By Rossmoyne Corp.
 Business Address 228 Court St.
 Phone Number CEdar 4-3005
 Air Time 6 hours daily
 Representative Gill-Perna
 President Edgar T. Shepard, Jr.
 Vice-Pres. Gen Manager Ed. K. Smith
 Program Director Chuck Zink
 Dir. of News & Sp. Events Edward Conway
 Production Manager William Bowman
 Film Manager Glenn Horner
 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 Hoffman St.
 Phone Number Harrisburg 8-7171
 Air Time 15½ hours daily
 Newspaper Affiliation Patriot-News
 News Service UP
 Representative .. Harrington, Richter & Parsons
 Membership NARTB
 President Donald Newhouse
 Gen., Sta. Mgr. David J. Bennett
 Prog. Dir. & Film Mgr. Donald D. Wear
 Prom. & Pub. Director Rick Ricker
 Director of News Gladys Swift
 Production Mgr. "Mac" McCauley
 Chief Engineer Paul Gross
 Consulting Engineer .. Craven, Lohnes & Culver

**WARD-TV—Johnston—1953
 ABC-CBS**

Channel: 56 UHF.. AP: 10 Kw.. VP: 20 Kw.
 Owned-Oper. By Rivoli Realty Co.
 Business Address Franklin St.
 Phone Number 8-1216
 Air Time 8 hours daily
 News Service UP
 Representative Weed
 President W. M. Thomas
 Gen., Sta., Comm. Film Mgr. R. Butterfield
 Prog., Prom. Director William Wilson
 Dir. of News & Sp. Events F. Jordan
 Chief Engineer Richard Kline

WJAC-TV—Johnstown
1949—CBS-NBC-ABC

Channel: 6 VHF..AP: 36.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number.....5-1262
Air Time.....17½ hours daily
Newspaper Affil.....The Tribune-Democrat
News Service.....UP
Representative.....Katz
Membership.....NARTB, TvB
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Program Director.....Frank P. Cummins
Dir. of News & Sp. Events.....E. J. Klym
Dir. of Tech. Operations.....Nevin L. Straub
Chief Engineer.....Theodore Campbell
Consulting Engineer.....James C. McNary

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....24 S. Queen St.
Phone Number.....3-5851
Air Time.....18 hours daily
News Service.....AP
Representative.....Meeker
Membership.....NARTB, TvB

President, Gen. Mgr.....Clair R. McCollough
Station, Film Manager.....Harold E. Miller
Comm. Manager.....Leroy K. Strine
Program Director.....Paul Rodenhauer
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot
Consulting Eng.....James C. McNary

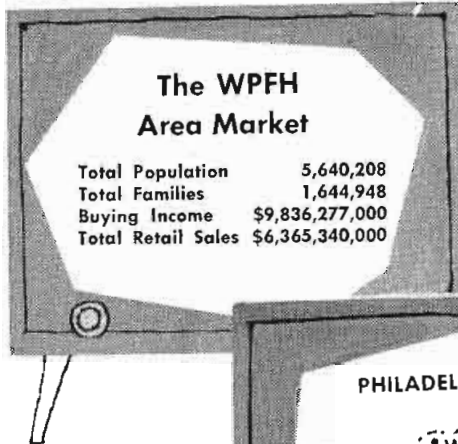
WCAU-TV—Philadelphia
1948—CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bulletin Co.
Address.....Line Ave. & Monument Rd.
Phone Number.....GR 7-8300
Air Time.....18 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
V.P., Ass't Gen. Mgr.....Joseph L. Tinney
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
Film Manager.....Norman Leebron
V.P. in chg. Engineering.....John G. Leitch

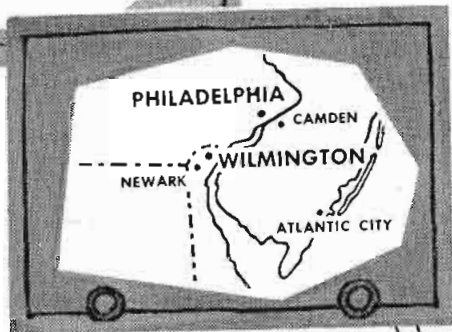
WFIL-TV—Philadelphia
1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.

SEE
CHANNEL
12
WPFH



The
NEW
LOOK
in TV



Represented by
MEEKER TV, Inc.

for the **COMPLETE**
Philadelphia Story

See listings under Wilmington, Del., Page 863

Pittsburgh-TV means...

KDKA 2 TV

Any moment, day or night, KDKA-TV's share of local audience is better than 94%. This is the country's eighth market! The KDKA signal area holds 4,235,994 people — 1,200,000 TV families — retail sales over \$4½ billion.

Nothing can sway this market like KDKA-TV. Not over-many availabilities, naturally, but some good ones. Get the facts. Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000 in Pittsburgh, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, New York.

In Pittsburgh . . . no selling campaign is complete without the *WBC* station —

KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON — WBZ+WBZA
PITTSBURGH — KDKA
CLEVELAND — KYW
FORT WAYNE — WOWO
PORTLAND — KEX

TELEVISION
BOSTON — WBZ TV
PITTSBURGH — KDKA-TV
CLEVELAND — KYW-TV
SAN FRANCISCO — KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.



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. Assts.....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

WRCV-TV—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.....18 hours daily
 News Service.....UP, INS
 Station Representative.....Free & Peters
 Membership.....NARTB, TvB
 Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.
 Dir. of News & Sp. Events.....Ernest Leiss
 Program Manager.....Stan Lee Broza
 Operations Manager.....P. E. Stover
 Promotion Dir.....Edward Wallis
 Publicity Dir.....Gene Stout
 Film Buyer.....Edward Murray
 Chief Engineer.....Sidney V. Stodig

KDKA-TV—Pittsburgh—1949
 NBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brcstng. Co.
 Business Address.....Gateway Center
 Phone Number.....Express 1-3000
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Chris J. Witting
 Gen. Sta. Manager.....Harold C. Lund
 Comm. Manager.....Lloyd D. Chapman
 Program Director.....Byron Dowty
 Promotion Director.....David N. Lewis
 Dir. of News & Sp. Events.....Bill Burns
 Film Manager.....Richard Dreyfus
 Production Manager.....Julian Drob
 Publicity Director.....Peter Thornton
 Consulting Engineer.....J. B. Mitchell
 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 S.....UP, INS
 Repres.....Petry
 Preside.....Thomas P. Johnson
 Vice Pres., General Mgr.....Larry Israel
 Sales Mgr.....Don Menard
 Publicity Director.....Peter Thornton
 Chief Engineer.....James Hurley
 (See Page 926)

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 Bostian
 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—1954
 ABC

Channel: 16 UHF...AP: 102 Kw...VP: 191 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, UP
 Representative.....Hollingbery
 President.....Martin F. Memolo
 V.P., Gen. Sta. Mgr.....William M. Dawson
 Commercial Mgr.....Sam M. Feigenbaum
 Prog. & Prod. Director.....Art Bolin
 Director of News.....John Von Bergen
 Prom., Pub. Director.....Jane O'Hara
 Chief Engineer.....Roswell J. Parker

WGBI-TV—Scranton—1953
 CBS

Channel: 22 UHF...AP: 115 Kw...VP: 215 Kw.
 Owned-Oper. By.....Scranton Bcstrs. Inc.
 Business Address.....1000 Wyoming Ave.
 Phone Number.....Diamond 2-7634
 Air Time.....18 hours daily
 Representative.....H-R
 Membership.....NARTB
 President.....Mrs. M. E. Megargee

WENS

CHANNEL 16

CARLTON HOUSE PITTSBURGH 19, PA.

LARRY ISRAEL

VICE-PRESIDENT — GENERAL MANAGER

Gen., Comm. Mgr. George D. Coleman
 Station Manager Robert E. McDowell
 Prog. Dir., Film Mgr. Mort Rosenthal
 Promotion Director Douglas Holcomb
 Dir. of News & Sp. Events Tom Powell
 Film Manager Allan Hedgecock
 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 18 hours daily
 News Service AP
 Representative Headley Reed
 Membership NARTB, TvB
 President Louis G. Baltimore
 General Manager David M. Baltimore
 Operations Manager F. D. Coslett
 Comm. Manager Ernest Lewis
 Program Director Franklin D. Coslett
 Promotion Director Phil O'Neill
 Publicity Director Henry Gann
 Production Manager Fred Foerster
 Film Manager Robert Gibson
 Chief Engineer Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre
 1953—ABC**

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 French
 Consulting Eng. Page, Creutz,
 Garrison & Wajdschmitt

**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 Keller
 Membership NARTB
 General Manager Lowell W. Williams
 Sta. Mgr., Prog. Dir. Richard E. Burg
 Comm. Manager Robert Stough
 Prom., Pub. Dir. J. Edward Schwalb
 Dir. of News & Sp. Events Will Kraft
 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



IN NEW ENGLAND'S

BIG

PROVIDENCE, R.I.

Fall River, Mass.

New Bedford, Mass.

3

MARKET

WPRO-TV



Channel

316,000 WATTS

12

**REPRESENTED BY
BLAIR-TV**



RHODE ISLAND

Pop. Feb. 1, 1956 (Est.) 827,000—TV Homes 233,478
Stations in State 2

WJAR-TV—Providence 1949—ABC-NBC

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
Representative.....Weed
Membership.....NARTB
Vice President.....George O. Griffith
Manager.....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Promotion Director.....James Canavan
Dir. of News & Sp. Events.....Warren Walden
Production Manager.....Manning Tesser
Public Relations.....Dody Sinclair
Film Manager.....William Cooper

Chief Engineer.....Thomas C. I. Prior
Consulting Eng.....Craven, Lohnes & Culver

WPRO-TV—Providence— 1955—CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Phone Number.....Plantation 1-9776
Air Time.....17¼ hours daily
News Service.....UP
Representative.....Blair
Membership.....NARTB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Manager.....Eugene W. Wilkin
Program Director.....Fred D. Shavor
Operations Manager.....E. Paul Abert
Chief Engineer.....John V. Ferri
Consulting Engineer.....James C. McNary

SOUTH CAROLINA

Pop. Feb. 1, 1956 (Est.) 2,250,000—TV Homes 394,395
Stations in State 8

WAIM-TV—Anderson 1953—CBS

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....1 Martin St.
Phone Number.....CAnal 6-1511
Air Time.....12 hours daily
Newspaper Affil....Independent & Daily Mail
News Service.....INS
Representative.....Headley-Reed
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Program Director.....Marshall Gaillard
Chief Engineer.....John Willis
Consulting Engineer.....George C. Davis

Address.....P. O. Box 879
Phone Number.....Mt. Pleasant 4141
Air Time.....17 hours daily
Newspaper Affil.....Evening Post Publ. Co.
News Service.....UP
Representative.....H-R. Ayres
Membership.....TvB
Pres., Gen. Sales Mgr.....J. Drayton Hastie
Station Manager.....Douglas M. Bradham
Promotion Director.....Frank Knighton
Production Director.....Clarke W. Davis
Film Manager.....Gray Carroll
Chief Engineer.....Walter Nelson
Consulting Engineer.....Gautney & Jones

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.....Peters, Griffin, Woodward, Inc.
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

WIS-TV—Columbia—1953 NBC

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.....Peters, Griffin, Woodward, Inc.
Membership.....NARTB
Pres., Gen. Mgr.....G. Richard Shatto
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

WUSN-TV—Charleston 1954—NBC-ABC

Channel: 2 VHF..AP: 53 Kw..VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.

WNOK-TV—Columbia—1953 CBS

Channel: 67 UHF..AP: 47 Kw..VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street

Phone Number2-7737
 Air Time13½ hours daily
 News ServiceAP, INS
 RepresentativeRaymer
 MembershipNARTB
 V.P., Gen., Comm. Mgr. H. Moody McElveen, Jr.
 Prog. DirectorBill Routh
 Promotion DirectorPat Conder
 Dir. of News & Sp. EventsDon Robertson
 Production ManagerGraham Thomas
 Film ManagerR. L. Brown
 Chief EngineerCharlton W. Bowers
 Consulting EngineerKear & Kennedy

WBTW—Florence—1954
CBS

Channel: 8 VHF...AP: 191 Kw...VP: 316 Kw.
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 AddressBox 630
 Phone Number2-1566
 Air Time8 hours daily
 News ServiceAP
 RepresentativeCBS Television Spot Sales
 MembershipNARTB, TvB
 PresidentJoseph M. Bryan
 General ManagerCharles H. Crutchfield
 Station ManagerMelvin Purvis
 Managing DirectorJ. William Quinn
 Prog. Dir., Prod. Mgr.George B. Burnette
 Prom., Pub. DirectorWhiteford Smith
 Film ManagerHarry Hughes
 Chief EngineerE. A. Sellars
 Consulting Eng.A. D. Ring & Associates

WFBC-TV—Greenville
1953—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.WMRC, Inc.
 Business Address505 Rutherford St.
 Phone Number9-1321
 Air Time18 hours daily
 Newspaper AffiliationNews-Piedmont
 News ServiceINS
 RepresentativeWeed
 MembershipNARTB
 PresidentR. A. Jolley
 General ManagerB. T. Whitmire
 Program DirectorNorvin C. Duncan
 Comm. Mgr.Robert Q. Glass, Jr.
 Prom., Pub. DirectorBob Edwards
 Dir. of News & Sp. EventsMonty Dupuy
 Production ManagerVance Johnson
 Film DirectorCharles Howard
 Chief EngineerWilson C. Weern
 Con. EngineerVandivere-Cohn-Weern

WGVL—Greenville—1953
ABC-CBS

Channel: 23 UHF...AP: 8.51 Kw...VP: 17 Kw.
 Owned-Oper. By.Greenville Television Co.
 Business AddressBox 2344
 Phone Number5-0471
 Air Time9 hours daily
 News ServiceAP
 RepresentativeH.R. Ayers
 PresidentEdgar M. Norris
 Gen., Station ManagerBen K. McKinnon
 Prog., News, Sp. Events Dir.Bob Shoaff
 Publicity DirectorJule Ferguson
 Film ManagerBill Banner
 Chief EngineerHarley Reynolds
 Consulting EngineerMcIntosh-Ingles

SOUTH DAKOTA

Pop. Feb. 1, 1956 (Est.) 665,000—TV Homes 60,295
 Stations in State 3

KDLO-TV—Florence—1955
CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)
 Channel: 3 VHF...AP: 15 Kw...VP: 25 Kw.
 Owned-Operated By.Triple-City Bcstg. Co.
 AddressPhillips Ave., Sioux Falls, S. D.
 RepresentativeH-R TV, Bulmer & Johnson
 General ManagerEvans Nord

KOTA-TV—Rapid City—1955

Channel: 3VHF...AP: 794 Watts...VP: 1.32 Kw.
 Owned-Operated By. Black Hills Broadcast Co.
 Address1819 W. St. Joe St.
 RepresentativeHeadley-Reed TV
 General ManagerLeo D. Borin

KELO-TV—Sioux Falls—1953
ABC-CBS-NBC

Channel: 11 VHF...AP: 141 Kw...VP: 251 Kw.
 Owned-Oper. By.Midcontinent Bcstg. Co.
 Business Address8th St. & Phillips Ave.
 Phone Number4-5841
 Air Time17 hours daily
 News ServiceUP, AP
 MembershipNARTB
 RepresentativeH-R: Bulmer & Johnson
 PresidentJoseph L. Floyd
 Gen., Station Mgr.Evans A. Nord
 Program DirectorMurray Stewart
 Prom., Pub. DirectorRobert Beadle
 Dir. of News & Sp. EventsBill Wigginton
 Production ManagerDave Dedrick
 Film ManagerO. Buell Donaldson
 Chief EngineerLes Froke
 Consulting EngineerA. D. Ring Assoc.

WDEF-TV—Chattanooga 1954—ABC-CBS-NBC

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

WDXI-TV—Jackson—1955 CBS

Channel: 71 UHF..AP: 41.7 Kw..VP: 83.2 Kw.
Owned-Operated By.....Dixie Bcstg. Co.
Address.....Williams Bldg.
Representative.....Burn-Smith Co.-Dora-Clayton
Pres., Gen. Mgr.....Aaron B. Robinson

WJHL-TV—Johnson City 1953—ABC-CBS-NBC

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
Representative.....Pearson
President.....W. H. Lancaster, Sr.
Gen. Manager.....W. Hanes Lancaster, Jr.
Program Director.....Jack Sausman
Prom., Pub. Director.....W. A. McDonald
Dir. of News & Sp. Events.....Mike Blancard
Prod. Manager.....Leonard Matney
Film Manager.....JoAnn Torbett
Chief Engineer.....Albert Renfro

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.
Phone Number.....2-7111
Air Time.....16 hours daily
Representative.....Avery-Knodel
President.....Paul Mountcastle, Sr.
General Manager.....W. Henry Linebaugh
Comm. Manager.....J. T. McCloud
Program Director.....John Reese
Prom. Publicity Director.....H. Wayne Hudson
Dir. of News & Sp. Events.....Arthur J. Metzler
Production Mgr.....Carl Tibbetts

Film Buyer.....J. H. Reese
Chief Engineer.....Fred M. Andrews
Consulting Eng.....Comm. Radio Equip. Co.

WTSK-TV—Knoxville 1953—CBS-ABC

Channel: 26 UHF..AP: 11 Kw..VP: 21.9 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Phone Number.....5-2113
Business Address.....Memorial Park Rd.
Air Time.....16 hours daily
News Service.....AP
Representative.....Pearson
Pres., Gen., Sta., Comm. Mgr..J. Engelbrecht
Program Director.....Bill Eckstein
Promotion Director.....Rowena Anderson
Dir of News & Sp. Events.....Jack Joyner
Production Manager.....Jerry Morris
Film Manager.....Tommy Van Hoosier
Chief Engineer.....Joe Broyles
Consulting Engineer.....John Mullaney

WHBQ-TV—Memphis—1953 ABC

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Phone Number.....32-3441
Air Time.....15½ hours daily
News Service.....UP
Representative.....H-R
Membership.....NARTB, TvB
President.....Thomas J. O'Neil
V.P. & Gen. Manager.....John H. Cleghorn
Operations Manager.....Bill Grumbles
Sales Service Manager.....Gordon Lawhead
Promotion Director.....Bill Rucker
Director of Sales.....L. O. Dobson
Program Director.....Wilson Northcross
Production Director.....Mark Forrester
Dir. of News & Sp. Events.....Gene Roper
Production Manager.....Wilson Northcross
Chief Engineer.....Weldon Roy

WMCT—Memphis—1953 NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Operated.....Memphis Publishing Co.
Address.....Goodwyn Institute Building
Phone Number.....JACKSON 6-7464
Air Time.....17 hours daily
Newspaper Affil.....The Commercial Appeal
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 Whites
Production Mgr.....Edward Greaney, Jr.
Chief Engineer.....E. C. Frase, Jr.
Consulting Engineer.....George C. Davis

WREC-TV—Memphis—1955

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated By...WREC Bcstg. Service
 Address.....Hotel Peabody Bldg.
 Representative.....Katz Agency
 General Manager.....Hoyt B. Woolton

**WLAC-TV—Nashville
 1954—CBS**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.WLAC-TV Inc.
 Address.....159 Fourth Avenue North
 Phone Number.....Chapel 2-4331
 Air Time.....16 hours daily
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Natl. Sls. Manager.....R. M. Reuschle
 Operations Mgr.....Roy A. Smith
 Director of News.....Jack Drake
 Promotion Director.....Jim Wharton
 Chief Engineer.....Ralph L. Hucaby
 Consulting Engineer.....Earl A. Cullum

**WSIX-TV—Nashville—1953
 ABC**

Channel: 8 VHF...AP: 89 Kw...VP: 178 Kw.

Owned-Oper. By.....WSIX Inc.
 Business Address.....Nashville Trust Bldg.
 Phone Number.....5-5431
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Hollingsbery
 Pres., Gen. Mgr.....R. D. Stanford, Jr.
 Director of TV.....Harry Stone
 Production Manager.....James Lynch
 Publicity Director.....James L. Harper
 Comm. Manager.....E. S. Tanner
 Chief Engineer.....Charles Darke
 Consulting Eng.....A. D. Ring Assoc.

**WSM-TV—Nashville—1950
 NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned....Nat'l Life & Accident Insurance Co.
 Address.....7th & Union
 Phone Number.....2-6624
 News Service.....AP, UP, INS
 Membership.....NARTB, TvB
 Representative.....Petry
 President, Gen. Mgr.....John H. DeWitt, Jr.
 Comm. Manager.....Hi Bramham
 Operation Manager.....Brad Crandall
 Prom. & Pub. Director.....W. R. McDaniel
 Film Manager.....Elmer Cartwright
 Production Mgr.....Fritz Kleibacker
 Dir. of News & Sp. Events.....Harold Baker
 Chief Engineer.....Aaron Shelton

**FOR WORLD-WIDE NEWS . . .
 FOR CLEAR, COMPREHENSIVE
 COVERAGE . . .**

AP

**FOR
 RADIO and TELEVISION**

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

k r b c o t v



The ONLY station in Abilene, Texas

- First in the nation for per-capita auto sales
- New home of 100-million dollar SAC B-47 Air Base
- Heart of rapidly expanding oil country
- Texas-tall antenna (1030 feet above Abilene)

Write, Wire, TWX, or Call
National Representative

JOHN E. PEARSON, Television, Inc.
National Sales Manager
FOREST LANE

Dale Ackers, *President*
John Kelly, *Station Mgr.*



A B I L E N E , T E X A S



OLD TEXAS TEST FOR COFFEE

Drop a branding iron into the pot.
When it floats, coffee's strong enough.

PANHANDLE TEST

Drop a spot schedule into KGNC.
Market's already tested: Amarillo is
first (again) in the nation in retail
sales per household.



National representatives, The Katz Agency

AM: 710 kc, 10,000 watts

TV: Channel 4

KRBC-TV—Abilene—1953 ABC-ABC-CBS

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..... 15 hours daily
News Service..... AP
Representative..... Pearson
Membership..... TvB
President & Gen. Mgr..... Dale Ackers
Station Manager..... John Kelly
Comm. Manager..... John Higgins
Program Director..... Steve Cowan
Production Mgr..... Larry Fitzgerald
Continuity Chief..... Bert Mitchell
News Director..... Don Wilson
Film Buyer..... Joe Mansell
Prom., Pub. Manager..... Forest Lane
Chief Engineer..... Bill Kessel
Cons. Eng..... Commercial Radio Equipment
(SEE PAGE 933)

KFDA-TV—Amarillo—1953 ABC-CBS

Channel: 10 VHF.. AP: 125 Kw.. VP: 250 Kw.
Owned & Oper. By.... Amarillo Bstg. Co., Inc.
Address..... P. O. Box 1440
Phone Number..... DRake 4-5343
Air Time..... 17 hours daily
News Service..... AP, UP
Representative..... H.R. Clarke-Brown
Membership..... NARTB, TvB
President..... Gene L. Cagle
General Manager..... Ed Moore
Prog. Dir., Prod. Film Mgr..... N. C. Long
Promotion Director..... Dan Hayslett
Director of News & Sp. Events..... Bill Johns
Publicity Director..... Kin Raley
Production Manager..... Jerry Gardner
Chief Engineer..... Bill Spiller
Cons. Eng..... Commercial Equipment Co.

KGNC-TV—Amarillo—1953 NBC

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

KTBC-TV—Austin—1952 ABC-CBS-NBC

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..... 16 hours daily
News Service..... UP
Representative..... Raymer
President..... Claudia T. Johnson
General Manager..... J. C. Kellam
Sales Manager..... O. P. (Bob) Bobbitt
Sales, Prom. Director..... Chczles Brooks
Program Director..... Richard "Cactus" Pryor
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.

KBMT—Beaumont—1954 ABC-NBC-DuM

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 Lelns
Consulting Engineer..... Frank McIntosh

KFDM-TV—Beaumont—1955 CBS-ABC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Operated By.... Beaumont Bcstg. Corp.
Address..... 1420 Calder Ave.
Representative..... Peters, Griffin, Woodward, Inc.
Exec. V.P., Gen. Mgr..... C. B. Locke

KBST-TV—Big Spring—1955 CBS

Channel: 4 VHF.. AP: 6.3 Kw.. VP: 12.9 Kw.
Owned-Oper. By.... Big Spring Television, Inc.
Address..... 2500 Kentucky Way
Phone Number..... 3-2611
Air Time..... 8 hours daily
News Service..... AP
Representative..... Pearson
Pres., Gen. Sta. Mgr..... William J. Wallace
Chief Engineer..... Andrew Jones
Con. Eng..... Commercial Radio Equipment

KVDO-TV—Corpus Christi 1954—ABC-NBC

Channel: 22 UHF.. AP: 10.2 Kw.. VP: 18.8 Kw.
Owned-Oper. By.. Costal Bend Television Co.
Address..... 409 South Staples
Phone Number..... 2-7468
News Service..... AP
Air Time..... 12 hours daily
Representative... Adam Young, Clarke Brown
President..... Gabriel Lozano
General Manager..... L. W. "Bud" Smith
Asst. Manager..... A. O. Lerma
Comm. Manager..... R. W. Williams
Prod., Prog. Director..... Karl King
Director News..... Ken Cessna
Film Manager..... A. Reyna
Chief Engineer..... Nestor Aresta, Jr.

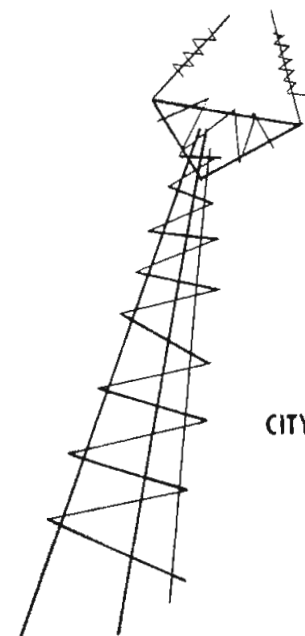
KRLD-TV—Dallas—1949 CBS

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..... 17½ hours daily
News Service..... UP
Membership..... NARTB
Representative..... Branham
Board Chairman..... J. W. Runyon

President..... Clyde Rembert
Station Manager..... Roy M. Flynn
Comm. Manager..... Gene Cuny
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

WFAA-TV—Dallas—1949 ABC-NBC

Channel: 8 VHF.. AP: 178 Kw.. VP: 316 Kw.
Owned-Operated By..... A. H. Belo Corp.
Business Address... 3000 Harry Hines Blvd.
Phone Number..... Riverside 3315
Newspaper Affiliation..... Morning News
Reoresentative..... Petry
President..... E. M. (Ted) Dealey
General Manager..... James M. Moroney
Station Manager..... Ralph W. Nimmons
Comm. Manager..... Mike Shapiro
Program Director..... Bob Blase
Promotion Director..... Charles Larkins
Dir. of News & Sp. Events..... Tom Journey
Production Manager..... Tom Palmer
Film Manager..... Dunlap Clark
Chief Engineer..... Jim W. Cooper
Consulting Eng..... A. Earl Cullum



KRLD-TV's GIANT TOWER

1685 feet above average terrain, plus maximum power, provide maximum coverage of sales-rich North Texas and Southern Oklahoma... Population in excess of 2,275,000 and growing... TV sets in excess of 555,000 and growing rapidly.

CITY GRADE COVERAGE IN DALLAS AND FT. WORTH

These factors plus consistently higher-rated CBS-KRLD-TV programs in survey after survey assure better than ever sales results.

KRLD TV Channel **4**
MAXIMUM POWER DALLAS



*worlds of
good lookin' for
all the family on*

Channel 

KFJZ-TV
FORT WORTH

SHERLOCK HOLMES
CONFIDENTIAL FILE
MILLION DOLLAR MOVIE
LITTLE RASCALS
GENE AUTRY
CHANNEL ELEVEN THEATRE
LIBERACE
AMOS & ANDY
THE FALCON
ROY ROGERS
MAYOR OF THE TOWN
SAN FRANCISCO BEAT
CITY DETECTIVE
LOONEY TUNES
RANGE RIDER
WRESTLING



WBAP-TV

NOW IN ITS



FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

"THE JONES PLACE" — a tremendously popular western-style show, starring Neal Jones. Just two examples of local color programming for introducing and testing new products in dramatic color presentation.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

WBAP-TV



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

KROD-TV—El Paso—1952
ABC-CBS

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

KTSM-TV—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. Wylar
Comm. Manager... Roy T. Chapman
Prog. Director... Jack B. Chapman
Dir. of News & Sp. Events... Conrey Bryson
Production Manager... Jack Rye
Publicity Director... John Phelan
Chief Engineer... Kenneth J. Walton
Consulting Engineer... George Adair

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF... AP: 105 Kw... VP: 210 Kw.
Owned-Oper. By... Texas State Network, Inc.
Address... 1201 W. Lancaster St.
Phone... Edison 3474
News Service... AP
Representative... H-R Television, Clarke Brown
President... Gene L. Cagle
V.P., Gen. Mgr... Charles B. Jordan
Natl. Sales Mgr... Dale Drake
Local Sales Mgr... John Hopkins
Opr. Mgr., Film Buy... Buck Long
Prod. Sup... John Stegall
Publicity, Sis. Prom... J. Bert Mitchell, Jr.
Chief Engineer... Joseph B. Haigh
(SEE PAGE 937)

WBAP-TV—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 Wiggant
Chief Engineer... R. C. Stinson

KGUL-TV—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

(SEE PAGE 943)

KGBT-TV—Harlingen—1953
CBS-ABC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Harbenito Bcstg. Co., Inc.
Business Address... Box 711
Phone Number... GA 3-4880
Air Time... 9 hours daily
News Service... UP
Membership... NARTB
Representative... H-R Reprs.
President... McHenry Tichenor
General Manager... Troy McDaniel
Comm. Manager... I. S. Roberts
Program Director... Ray Gordon
Promotion Director... Mel Kassanof
Dir. of News & Sp. Events... Jerry Fisher
Film Manager... Roberto Rodriguez
Chief Engineer... A. R. Beck
Consulting Engineer... Andy Ring

KPRC-TV—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 Huhndorff

(SEE PAGE 944)

KTRK-TV—Houston—1954
ABC

Channel: 13 VHF. AP: 117 Kw. VP: 316 Kw.
Owned-Oper. Houston Consolidated TV Co.
Address Houston P. O. Box 12
Phone Number Jackson 6-1313
Air Time 16 hours daily
Newspaper Affiliation Chronicle
Representative Blair-TV
Membership NARTB, TvB
President John T. Jones, Jr.
Exec. V.P., Gen. Sta. Mgr. W. E. Walbridge
Program Director John E. Hill
Comm. Manager William F. Bennett
Dir. of News & Sp. Events Ray Conoway
Prom., Pub. Director Lee Curran
Film Manager Hugh Pickett
Production Manager William T. Wagner
Chief Engineer Tom Hiner
Consulting Engineer George Davis

KHAD-TV—Laredo—1956
CBS-NBC

Channel: 8 VHF. AP: 149 Kw. VP: 297 Kw.
Owned-Oper. By Vidicon Industries of America
Address Box 993
Representative John E. Pearson
General Manager Shaun F. Murphy

KTVE—Longview—1953

Channel: 32 UHF. AP: 112 Kw. VP: 224 Kw.
Owned-Oper. By East Texas TV Co.
Business Address P. O. Box 2029
Phone Number Plaza 8-5551
Air Time 8 hours daily
Representative Forjoe
President, Gen. Mgr. A. James Henry
Sta. Mgr., Prog. Director Barre Monigold
Prod., Film Manager Carl Loy
Chief Engineer W. I. Simpson

KDUB-TV—Lubbock—1952
CBS

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By Texas Telecasting, Inc.
Business Address 7400 College Ave.
Phone Number SH 4-2345
News Service INS, AP
Representative Branham
Air Time 18 hours daily
Membership NARTB, TvB
Pres., Gen. Mgr. W. D. (Dub) Rogers
National Sales Mgr. E. A. Hassett
Local Sales Manager Jimmie Isaacs
Prog. Dir., Film Mgr. Ray Trent
Promotion Director W. H. Shipley
Production Manager Vernon Peorner
Publicity Director W. H. Shipley
Chief Engineer Rudy Starnes
Consulting Engineer Frank McIntosh
Dir of News & Sp. Events Jack McIlrath

K-DUB Stations *Treasure Island*
Texas

Texas Double Barreled Target

Over 175,000 sets presents a big double target you can't miss! Over 800,000 oil-cotton rich viewers control \$1,500,000,000 in spendable income. It's all yours via the KDUB stations' "Treasure Island" combination.

National Reprs.: The Branham Company

K-DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
SWEETWATER-ABILENE, TEXAS
KDUB-AM
LUBBOCK, TEXAS

W. D. "Dub" Rogers, President and Gen. Mgr. - E. A. "Burr" Hansen, National Sales Manager

KCBD-TV—Lubbock—1953
ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Bryant Radio & TV Inc.
Business Address.....Box 1507
Phone NumberSHerwood 4-1414
Air Time.....17 hours daily
News Service.....AP, UP
RepresentativeRaymer
MembershipNARTB
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
V.P., Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Joan Prigmore
Dir. of News & Sp. Events.....Keith Fuller
Production Manager.....Everett George
Film Manager.....Clay Oates, Jr.
Chief Engineer.....Frank Lee
Consulting Engineer.....Weldon & Carr

(SEE PAGE 947)

KTRE-TV—Lufkin—1955
NBC

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.
Owned-Oper. By...Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Phone Number3-7771
Air Time.....11 hours daily
News ServiceAP
RepresentativeVenard, Rintoul,
McConnel, Melville Co.
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman Lewin
Comm. Manager.....Murphy Martin
Prog., News Director.....Boyd Porter, Jr.
Prom., Pub. Director.....Jean Garrett
Production Manager.....Jimmy Guillot
Film Manager.....Glenn Armstrong
Chief Engineer.....Fred Clinton Hill
Consulting Engineer.....A. Earl Cullom

The most unique TV station in America!



"LUM BURR"

- America's *only* non-metropolitan market with basic NBC-TV network programming coming in LIVE! *
- The *only* TV station in the heart of East Texas' rich pine belt—21 thriving counties in Texas and Louisiana!

KTRE-tv
LUFKIN, TEXAS
CHANNEL 9
NBC-TV*

AFFILIATED
WITH
KTRE RADIO,
1000 WATT, MBS



"SERVING 300,000 PEOPLE IN THE
LUMBER-RICH LUFKIN-NACOGDOCHES AREA!"

National Representatives:
VENARD, RINTOUL & McCONNELL, Inc.
New York, Chicago, San Francisco, Los Angeles & Boston

Southwest Representative:
CLYDE MELVILLE COMPANY OF DALLAS

Richman Lewin
Vice President & General Manager

* LIVE via microwave from **KPRC-TV Houston**

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

KOSA-TV—Odessa—1956
CBS

Channel: 7 VHF. AP: 53.7 Kw. VP: 102 Kw.
 Owned-Operated By. Odessa Television Co.
 Address. 1211 N. Whitaker

Phone 7-8301
 Membership NARTB
 Representative. John E. Pearson TV
 President. Cecil Trigg
 Station Manager. John Vacca
 Sales Manager. Ed Costello
 Chief Engineer. William Schock
 (SEE PAGE 948)

KTXL-TV—San Angelo—1953
CBS

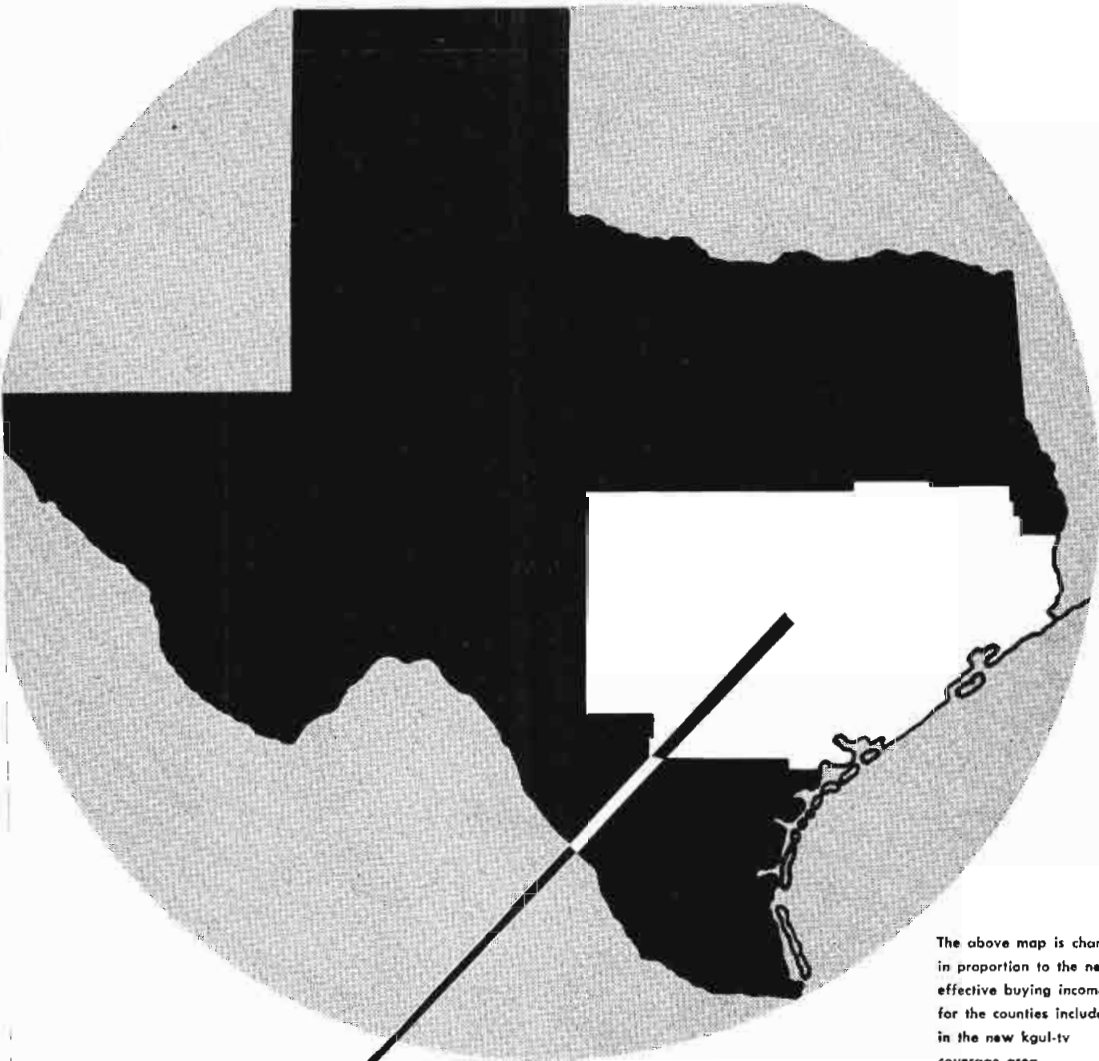
Channel: 8 VHF. AP: 15.5 Kw. VP: 27.5 Kw.
 Owned-Oper. By. Westex Television Co., Inc.
 Business Address. Box 1271
 Phone Number 7183
 Air Time. 9 hours daily
 Rep. Melville, Venard, Rintoul & McConnell
 News Service UP
 President. A. D. Rust
 V.P., Gen., Sta. Mgr. J. Harley Hubbard
 Comm. Manager. George Olsen
 Prog., Prom. Director. Doug Thompson
 Secretary-Treasurer. B. P. Bludworth
 Dir. of News & Sp. Events Neil Baird
 Prod., Film Manager. Charles Cathey
 Chief Engineer. Robert Benson

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

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



The above map is charted in proportion to the net effective buying income for the counties included in the new kgul-tv coverage area

ou buy **1/4** of Texas with **kgul-tv**

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	\$12,622,592	\$3,258,444	25.81

Source of Figures: Sales Management.



Represented Nationally
By CBS Television
Spot Sales



CHANNEL 11
GULF TELEVISION
COMPANY
Galveston, Texas

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

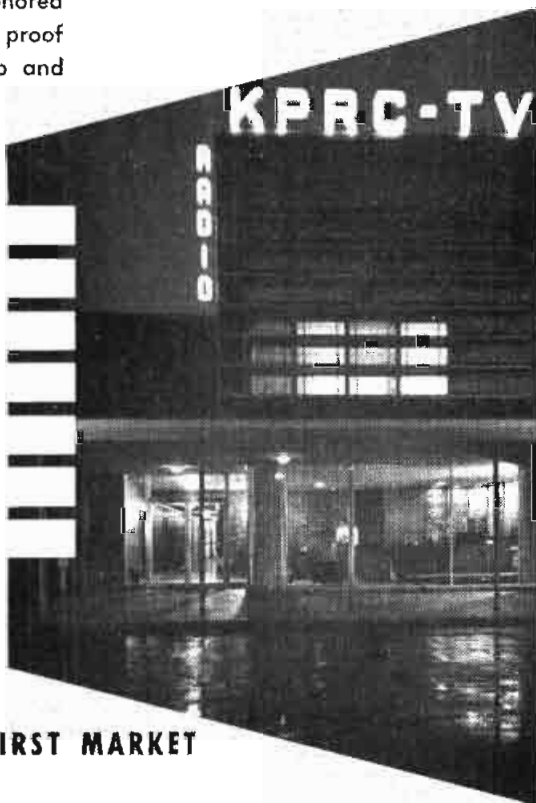
FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



FIRST IN THE SOUTH'S FIRST MARKET



JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 6.03 Kw...VP: 14.4 Kw.
 Owned-Operated By.....KCOR, Inc.
 Address.....111 Martinez St.
 RepresentativeRichard O'Connell
 General Manager.....Nathan Safir

**KENS-TV—San Antonio
 1950—ABC-CBS**

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By.....Express Publ. Co.
 Business Address.....Transit Tower
 Phone Number.....CApital 7-8151

Air Time.....16 hours daily
 News ServiceUP
 Representative..Peters, Griffin, Woodward, Inc.
 MembershipNARTB, TvB
 Newspaper Affil.....Express & News
 President.....Frank G. Huntress, Jr.
 General Manager.....Albert D. Johnson
 Comm. Manager.....Wayne Kearl
 Program Director.....Edward Uhler, Jr.
 Prom., Pub. Director.....Bob Miller
 Dir. of News & Sp. Events.....Pat Boyette
 Production Manager.....Bruce Clark
 Film Manager.....Lynn Tisdale
 Chief Engineer.....William J. Jackson
 Consulting Engineer.....W. G. Egerton

For Listings On Important Advertising
 Agencies and Their Executives See Page
 135.

For Advertising Presidential Biographies
 On The Top Twenty-Five Agencies in the
 Nation See Page 220.

For Biographies On the Top Radio and
 Television Timebuyers for Advertising
 Agencies See Page 226.

WOAI-TV—San Antonio
1949—NBC-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By... Southland Industries, Inc.
Address.....1031 Navarro St.
Phone NumberCA 7-4221
Air Time.....19 hours daily
News Service..... AP, INS, UP
RepresentativePetry
MembershipTvB
President.....Hugh A. L. Hallf
Sta., Gen. Mgr..... James M. Gaines
Comm. Manager..... Edward V. Cheviot
Prog. Director.....Robert Reed
Prod. Manager.....Frnch Ferguson
Dir. of News & Sp. Events.....Henry Howell
Publicity Director.....Imogene Stanley
Chief Engineer.....Charles Jeffers

KPAR-TV—Sweetwater—1956
(Satellite of KDUB-TV, Lubbock, Texas)

Channel: 12 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By...Texas Telecasting, Inc.
Address...7400 College Ave., Lubbock, Tex.
Representative.....The Branham Co.
Station Manager.....Dan Guthrie

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
Phone Number3-6868
Air Time.....16 hours daily
Newspaper Affiliation.....Telegram
News ServiceUP
RepresentativeHollingbery Melville
President.....Frank W. Mayborn
Gen., Sales Manager.....Eurlon Bishop
Sta. Mgr., Film Buyer.....Harry Abbott
Prod. Co-ord., Prom. Dir.....Van Hutto
Dir. of News & Sp. Events.....Tom Speer
Chief Engineer.....James Owens
Consulting Engineer.....A. Earl Cullum, Jr.

KCMC-TV—Texarkana—1953
CBS-ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. ByKCMC, Inc.
Business Address.....Summerhill Rd.
Phone Number32-8201
Air Time.....17 hours daily
News ServiceAP
Newspaper Affil.....Gazette & Daily News
Representative...Venard, R'noul & McConnell;
Melville; Ayers
MembershipNARTB, TvB
PresidentC. E. Palmer
Gen., Comm. Manager...Walter M. Windsor
Prod. Manager.....Charles E. Wade
Program Director.....David H. Lee
Prom. Director.....R. M. Peters
Dir. of News & Sp. Events...Roy L. Mitchell
Chief Engineer...William R. Atkinson
Consulting Eng...Comm. Radio Equip. Co.

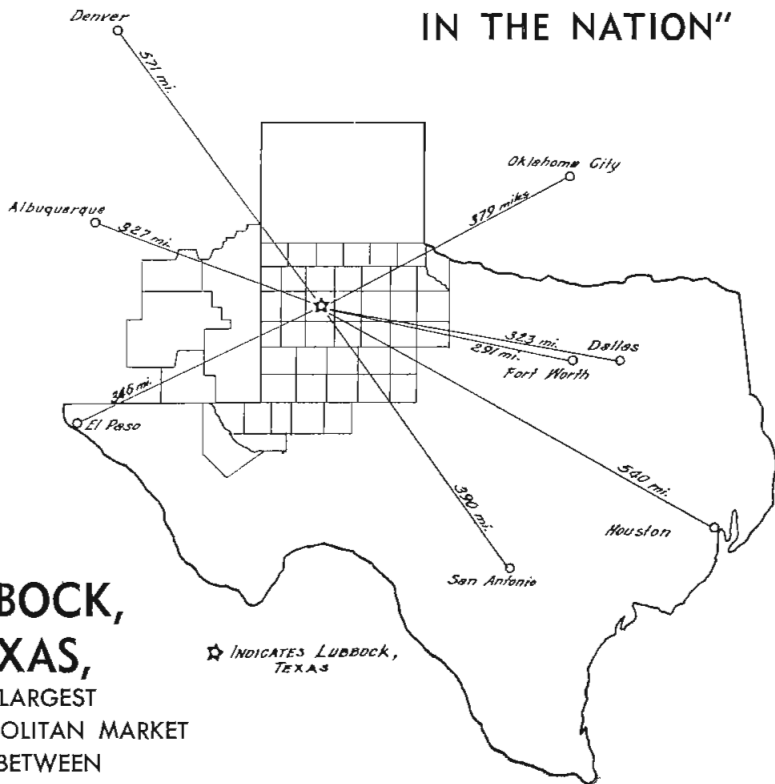
KLTV—Tyler-Longview—1954
NBC-ABC-CBS-DuM

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lucille Ross Lansing
Business Address.....115 South College
Phone Number2-3875
General Manager.....Marshall H. Pengra
Program Director.....Bob Norris
News Director.....Gerry Lansing
Chief EngineerHudson Collins

KWTX-TV—Waco—1955
CBS-ABC

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.
Owned-Operated By...KWTX Broadcasting Co.
AddressBox 3128
Representative.....John E. Pearson TV
V.P., Gen. Mgr.....M. N. Bostick

"ONE OF THE FASTEST GROWING MARKETS
IN THE NATION"



**LUBBOCK,
TEXAS,**
LARGEST
METROPOLITAN MARKET
BETWEEN

DALLAS, FT. WORTH AND ALBUQUERQUE — 650 MI.

SAN ANTONIO AND DENVER — 961 MI.

OKLAHOMA CITY AND EL PASO — 556 MI.

KCBD-TV

CHANNEL 11

NBC • ABC

OWNED AND OPERATED BY

BRYANT RADIO AND TELEVISION COMPANY, INC.

National Representative — PAUL H. RAYMER

GEO. L. TARTER
VICE PRES.-SALES

PHONE

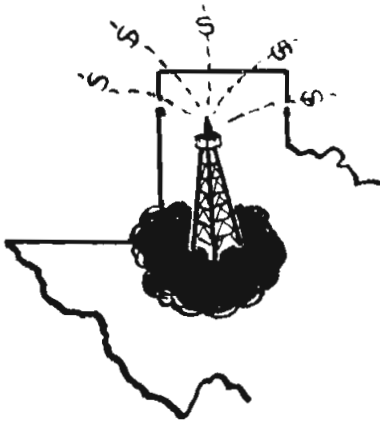
• Sherwood 4-1414 •

RAY POINDEXTER
NATL. SALES MGR.

"YOUR BEST TELEVISION BUY IN LUBBOCK"

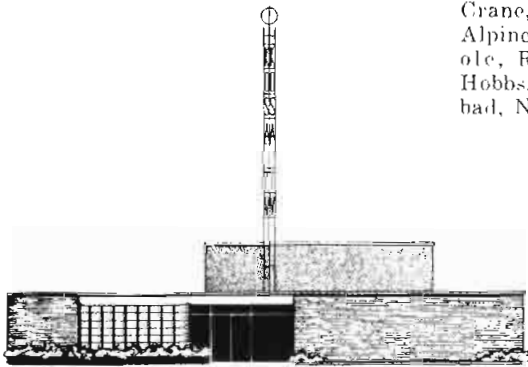
KOSA-TV A CBS

KOSA-TV, a CBS primary affiliate, is the home television for Odessa, Texas and the OIL RICH PERMIAN BASIN of West Texas and Eastern New Mexico.



KOSA-TV has an effective radiated power of OVER 102,000 watts, MORE power than any other TV station in our market area. This power is acquired thru the use of a 10 kilowatt GE Transmitter and a 12 bay GE Antenna. KOSA-TV's tower rises 1,000 feet over Odessa's average terrain. A snow free picture is delivered within a 100 mile circle of the tower site. To name a few of the cities included in KOSA-TV's coverage: Snyder, Big Spring, Colorado City, Seagraves, Fort Stockton, Crane, Midland, Andrews, Wink, Alpine, Pecos, McCamey, Seminole, Rankin, Lamesa; Also Hobbs, New Mexico and Carlsbad, New Mexico.

**K
O
S
A
TV
V**



CHANNEL 7 ODESSA TEXAS

KRGV-TV—Weslaco—1954
ABC

Channel: 5 VHF...AP: 14.4 Kw...VP: 28.8 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 S. Missouri Ave.
Phone Number517
News ServiceAP
Air Time.....7 hours daily
RepresentativePearson
President.....O. L. Taylor
Gen., Sta. Manager.....Byron W. Ogle
Promotion Director.....Bill Rucker
Comm. Manager.....Ken Markel
Program Director.....Jim Cook
Publicity Director.....Ted Cressner
Dir. of News & Sp. Events...Harry Van Slycke
Film Manager.....Raul Gonzales
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.
AddressSeymour Road
Phone Number2-8668
Air Time.....14 hours daily
News ServiceUP
RepresentativeRaymer
MembershipNARTB
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

KSYD-TV—Wichita Falls
1953—CBS

Channel: 6 VHF...AP: 13.5 Kw...VP: 22.3 Kw.
Owned-Operated By.....Syd Grayson
Address.....P. O. Box 420
Phone Number3-4181
Air Time.....17 hours daily
News ServiceUP
RepresentativeHoag-Blair
MembershipNARTB, TvB
Gen. Mgr.....Syd Grayson
Comm. Manager.....Blaine Cornwell
Prom. Director.....Mrs. Owanah Shelton
Dir. of News & Sp. Events.....Ed Hamlyn
Program Director.....Roy George
Film Manager.....Thomas R. Sugars
Chief Engineer.....Herbert T. Willey
Consulting Engineer.....A. Earl Cullum

(SEE PAGE 950)

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

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

KWFT-TV is now

KSYD-TV

100,000 watts

MAXIMUM POWER — WITH COLOR

in Wichita Falls, Texas — your best TV advertising buy is KSYD-TV*

here is proof positive!

based on figures just released

*Pulse dated Dec. 1—Dec. 7, 1955 proves audience preferences
in the metropolitan Wichita Falls area to be:*

ONCE A WEEK SHOWS

1. \$64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

big 5 of the top 5 all on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p.m. News & Weather **KSYD-TV**
4. 5:45 p.m. News & Weather **KSYD-TV**
5. **Station B**

4 of the top 5 on KSYD-TV

**The leading carrier of National Spot business in the Wichita Falls market according to Rorabaugh Reports*



KSYD-TV

Syd Grayson,
General Manager

*Exclusive CBS for North Texas
and Southern Oklahoma*

Wichita Falls, Texas

*Hoag-Blair Company
Nat'l Sales Representatives*

UTAH

Pop. Feb. 1, 1956 (Est.) 770,000—TV Homes 163,762
Stations in State 3

KSL-TV—Salt Lake City 1948—CBS

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.....17 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
Program Director.....Wayne Richards
Director News.....Paul Alexander
Prom. & Pub. Dir.....A. Richard Robertson
Production Manager.....Scott R. Clawson
Merchandising Dir.....J. Henry Boren
Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

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
Sales Mgr.....Harold Woolley
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

Channel: 2 VHF.AP: 22.85 Kw..VP: 45.71 Kw.
Owned-Oper...Utah Broadcasting & TV Corp.
Address.....179 Social Hall Ave.
Phone Number.....2-2505
Air Time.....10 hours daily
Newspaper Affiliation.....Tribune
Representative.....Hollingbery
Membership.....NARTB
President.....Frank C. Carman
Gen. Sta., Comm. Mgr.....Brent H. Kirk
Prom., Pub. Director.....Richard Westman
Prog., Prod. Manager.....Alan Frank
Film Manager.....William McPhie
Chief Engineer.....Herbert Holtshouser

VERMONT

Pop. Feb. 1, 1956 (Est.) 385,000—TV Homes 73,267
Stations in State 1

WCAX-TV—Burlington 1954—ABC-CBS-NBC

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
Owned-Oper. By...WCAX Broadcasting Corp.
Address.....135 Main Street
Phone Number.....2-5761
Air Time.....10 hours daily
News Service.....UP

Representative.....Weed
Membership.....NARTB
President.....C. P. Hasbrook
General Manager.....S. T. Martin
Comm. Manager.....J. A. Dobson
Promotion Director.....Charles Lewis
Dir. of News & Sp. Events...John A. Sullivan
Production Manager.....Richard G. Huntley
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

VIRGINIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 721,048
Stations in State 9

WVEC-TV—Hampton-Norfolk 1953—NBC

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.
Owned-Oper. By...Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
Phone Number.....MADison 7-7774
Air Time.....17 hours daily
Membership.....NARTB, TvB
Representative.....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
Station Manager.....Harrol A. Brauer, Jr.
Program Director.....L. W. Kliever
Prom., Pub. Director.....Pete Franklin
Dir. of News & Sp. Events.....L. W. Kliever
Production Manager.....Jim Gray
Film Manager.....Robert Champion
Chief Engineer.....William C. King, Jr.
Consulting Eng...Vandivere, Cohen & Wearz

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—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Lynchburg Bcstg. Corp.
Address.....925 Church St.

Phone Number 2-1242
 Air Time 8 hours daily
 News Service AP
 Representative Hollingsbery
 President Edward Allen
 General Manager Phil Allen
 Sales Manager Joseph F. Wright, Jr.
 Production Manager Rod Lee
 Program Director Warren Uttal
 Chief Engineer John T. Orth
 Consulting Eng. Craven, Lohrs & Culver

WTAR-TV—Norfolk—1950
ABC-CBS-DuM

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By WTAR Radio Corp.
 Business Address 720 Boush St.
 Phone Number 56711
 Air Time 18 hours daily
 Newspaper Affil. Norfolk Newspapers, Inc.
 News Service AP, INS
 Representative Petry
 Membership NARTB, TvB
 President, Sta. Mgr. Campbell Arnoux
 Asst. General Mgr. John C. Peffer
 Gen. Sales Manager Robert M. Lambe
 Program Director Harold Soldinger
 Dir. of News & Sp. Events. Gilbert A. McLeod
 Local Sales Manager Russ Severin
 Chief Engineer Richard Lindell
 Consulting Engineer Jansky & Bailey

WTOV-TV—Norfolk—1955

Channel: 27 UHF. AP: 11.7 Kw. VP: 19.6 Kw.
 Owned-Operated By Tim Brite, Inc.
 Address 1318 Spratley St. Portsmouth, Va.
 Representative Joseph Hershey McGillvra
 General Manager Temus R. Bright

WXEX-TV—Petersburg
1955—NBC

Channel: 8 UHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By Petersburg Television Corp.
 Address 124 W. Tabb Street
 Phone Number REgent 3-7876
 Air Time 15½ hours daily
 News Service AP, INS
 Representative Forjoe
 President Thomas G. Tinsley, Jr.
 General Manager Irvin G. Abeloff
 Comm. Manager George R. Oliviere
 Chief Engineer John F. Costello
 Engineering Super. George W. McGuigan
 Consulting Engineer Kear and Kennedy


WTVR—Richmond—1947
NBC

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Havens & Martin, Inc.
 Address 3301 W. Broad St.
 Phone Number 5-8611
 Air Time 17 hours daily
 News Service UP
 Station Representative Blair TV
 Membership NARTB
 Pres., Gen. Sta. Mgr. Wilbur M. Havens
 Asst. Manager Walter A. Bowry, Jr.
 Prog. Dir., Film Mgr. John Shand
 Director of News Roy Roman
 Production Manager John Mackin
 Film Manager Conrad G. Rianhard
 Chief Engineer James Kyle
 Consulting Engineer James C. McNary

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By Time-World Corp.
 Address 124 West Kirk Avenue
 Phone Number 8131
 Air Time 7 hours daily
 News Service AP, UP
 Representative Peters, Griffin, Woodward, Inc.
 Membership NARTB, TvB
 President M. W. Armistead, III
 Managing Director Ray P. Jordan
 Asst. Mang. Director John Harkrader
 TV Sales Manager Blake Brown
 Program Director Paul E. Reynolds
 TV Program Manager Charles Bailou
 Technical Director J. Edward Newman
 News Director Donald F. Murray
 Production Manager Harry Wiseman
 Promotion Director Mike Schaffer
 Chief Engineer Robert Crowley

Channel **7**

 **in
Roanoke,
Virginia**

WDBJ-TV

Owned and operated by
TIMES-WORLD CORPORATION

Free and Peters, Inc., National Representatives

WSLS-TV—Roanoke—1952
NBC-ABC

Channel: 10 VHF..AP: 148 Kw...VP: 296 Kw.
Owned-Oper. By...Shenandoah Life Stations
Address.....301 1st St. SW
Phone Number4-9227
Air Time.....18 hours daily
News ServiceAP
RepresentativeAvery-Knodel

MembershipNARTB, TvB
President.....Paul C. Buford
Exec. Vice Pres.....James H. Moore
Asst. & Comm. Mgr.....Horace Fitzpatrick
Program Director....George W. Chernault Jr.
Advertising Director....Fred L. Corstaphney
Dir. of News & Sp. Events.....Tom S. Wright
Dir. Sales Prom.....Charles Garrison
Chief Engineer.....J. P. Briggs
Consulting Engineer.....George C. Davis

WASHINGTON

Pop. Feb. 1, 1956 (Est.) 2,573,000—TV Homes 612,808
Stations in State 10

KVOS-TV—Bellingham
1953—CBS

Channel: 12 VHF..AP: 17 Kw...VP: 38.5 Kw.
Owned-Oper. By.....KVOS Inc.
Business Address.....1151 Ellis St.
RepresentativeForjoe
PresidentRogan Jones
Commercial Manager.....Fred Elsethagen
Production Director.....David Mintz

KEPR-TV—Pasco—1954

(Satellite of KIMA-TV, Yakima)

Channel: 19 UHF..AP: 4.9 Kw...VP: 9.12 Kw.
Owned-Operated By.....Cascade Bcstg. Co.
Address.....Box 702, Yakima, Wash.
Representative.....Weed TV, Moore & Lund
ManagerMonte Strobl

KING-TV—Seattle—1948
ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Phone NumberMutual 3555
Air Time.....15½ hours daily
RepresentativeBlair-TV
MembershipNARTB, TvB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Manager.....Bernie Carey
Sls. Mgr.....Bill Hubbach
Local Sls. Mgr.....J. Pindell
Program Director.....Lee Schulman
Prom., Pub. Director.....Lee Schulman
Chief Engineer.....Robert Ferguson
Dir. of Engineering.....James L. Middlebrooks

KOMO-TV—Seattle—1953
NBC

Owned-Oper. By.....Fisher's Television Co.
Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Business Address.....100 4th Ave. N.
Phone NumberSE 6000
Air Time.....18 hours daily
RepresentativeNBC Spot Sales

MembershipNARTB, TvB
President.....O. D. Fisher
Vice Pres. & Gen. Mgr.....W. W. Warren
V.P. & Comm. Mgr.....Ray Baker
Mgr. Programming.....Dave Crockett
News & Sp. Events Ed.....Herb Robinson
Program Manager.....Tom Rogstad
Publicity Director.....Margaret Frey
Film Editor.....Lester Chipman
Ad. Prom. Manager.....Bill Cathey
Nat. Sls. Mgr.....W. Jordan
Sales Manager.....Bill Hubbach
Prod. Manager.....Keith Jackson
Chief Engineer.....C. E. Miller
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 Chronicle
RepresentativeKatz
MembershipNARTB
Pres., Gen., Station Mgr.....R. O. Dunning
Comm. Manager.....John Pindell
Sales Mgr.....J. B. Blair
Program Director.....William A. Neilson
Prom., Pub. Director.....Rex Gerlach
Dir. of News & Sp. Events.....Patrick Cullen
Production Manager.....Homer Mason
Film Manager.....James Johns
Chief Engineer.....Al Sparling
Cons. Engineer.....George Davis

KREM-TV—Spokane—1953
ABC

Channel: 2 VHF..AP: 69.2 Kw...VP: 100 Kw.
Owned & Oper. By.....Louis Wasmer
Address.....S. 4103 Regal
Phone Number.....Keystone 0466
RepresentativePetry
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.
AddressWest 315 Sprague Ave.
Phone NumberMadison 4291
Air Time14 hours daily
News ServiceUP
RepresentativeAvery-Knodel
MembershipNARTB
PresidentNorman Eisenstein
Gen., Sta. Mgr.Richard Jones
Comm. ManagerRobert Struble
Program DirectorGene Roth
Promotion, Publicity Dir.Bob Moore
Dir. of News & Sp. Events. Martin Koschmann
Production ManagerEd Robinson
Film ManagerClarence Koenig
Chief EngineerDave Green

KTNT-TV—Tacoma—1953
CBS

Channel: 11 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Address711 St. & Grant Ave.
Phone NumberFULTon 2561
Air Time16 hours daily
Newspaper Affil.Tacoma News Tribune
News ServiceAP, UP
RepresentativeWeed
MembershipNARTB, TvB
General ManagerLen Higgins
Comm. ManagerLarry Carino
Director of NewsSam Rinaker
Program DirectorBurke Ormsby
Chief EngineerMax Bice
Consulting EngineerAlvin H. Barnard

KTVW—Tacoma—1953

Channel: 13 VHF. AP: 57 Kw. VP: 98.5 Kw.
Owned-Oper. ByJ. Elroy McCaw
Business Address230 8th Avenue
Phone NumberBR 3113
Air Time11½ hours daily
RepresentativeHollingbery
OwnerJ. Elroy McCaw
Gen., Comm. Manager.William Veneman
Tacoma ManagerWilliam Rambo
Program DirectorDon Wood
Prom., Pub. DirectorEdna K. Hanna
Dir. Sports, Sp. Events.John Jarstad
Production ManagerTom Towey
Film ManagerHoward C. Perkin
Chief EngineerCharles R. Morris

KIMA-TV—Yakima—1953
ABC-CBS-NBC

Channel: 29 UHF. AP: 7.5 Kw. VP: 15 Kw.
Owned-Oper. ByCascade Bcstg. Co., Inc.
Business Address...Radio & Television Center
Phone Number6104
Air Time10 hours daily
News ServiceAP
RepresentativeWeed
MembershipNARTB, TvB
PresidentA. W. Talbot
Gen., Sta. Mgr.Thomas C. Bostic
Commercial Mgr.H. R. Cary
Program, Flm, Mgr.James Nolan
Promotion DirectorJoe Ryan
Director of NewsJohn Knievel
Pub. Relations Director.E. M. Morrissey
Production Mgr.Tom Ewing
Chief EngineerJ. Barry Watkinson
Consulting EngineerFrank McIntosh

WEST VIRGINIA

Pop. Feb. 1, 1956 (Est.) 1,970,000—TV Homes 346,106
Stations in State 7

WHIS-TV—Bluefield—1955
NBC

Channel: 6 VHF. AP: 28.8 Kw. VP: 50 Kw.
Owned-Oper. By...Daily Telegraph Ptg. Co.
AddressMunicipal Building
Phone Number7-7115
Air Time12 hours daily
News. Affil.Daily Telegraph, Sunset News
News ServiceAP
RepresentativeKatz
MembershipNARTB
Vice Pres., Gen. Manager.H. I. Shott
Station ManagerP. T. Flanagan
Sales ManagerJohn C. Shott
Program DirectorDale Smith
Prom., Pub. Director.Janie Lambert
Dir. of News & Sp. Events.Don Reed
Prod., Film ManagerElvin Feltner
Chief EngineerJohn Byers
Consulting EngineerJohn Millaney

WCHS-TV—Charleston—1954
CBS

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
Owned & Oper. ByWCHS-TV Inc.
Address1111 Virginia Street East
Phone Number6-5358
News ServiceUP
Air Time17 hours daily
RepresentativeBranham
MembershipNARTB, TvB
PresidentLewis C. Tierney
General ManagerJohn T. Gelder, Jr.
Comm. ManagerJohn L. Sinclair, Jr.
Prom., Pub. Manager.Phil Sheridan
Program DirectorMorton S. Cohn
Director of NewsBob Boaz
Prod. ManagerFrank Annand
Chief EngineerWilliam E. Dixon
Cons. EngineerWeldon & Carr

WHTN-TV—Huntington
1955—ABC-DuM

Channel: 13 VHF..AP: 186 Kw..VP: 316 Kw.
Owned-Oper...Greater Huntington Radio Corp.
Address625 Fourth Avenue
Phone NumberJACKSON 5-7661
Air Time.....9 hours daily
News ServiceUP
RepresentativePetry
Chairman.....S. J. Hyman
President.....Fred Weber
Station Manager.....John Philips
Comm. Manager.....George Miller, Jr.
Program Director.....Milton Slater
Promotion Director.....Gene Gaulaway
Dir. of News & Sp. Events....Chuck Stearns
Production Manager.....Don Waggoner
Publicity Director.....Fannie Ruth Ross
Film Manager.....Joseph Saracini
Chief Engineer.....Harold Storm
Consulting Eng.....Jansky & Bailly

WSAZ-TV—Huntington
1949—NBC

Channel: 3 VHF..AP: 60 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
Dir. of News & Sp. Events. Pub...Nick Basso
Production Mgr.....Ned R. Brooke
Film Manager.....Gayle MacCracken
Chief Engineer.....J. P. Clay

WOAY-TV—Oak Hill—1954
ABC-DuM

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-CBS-NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper. By....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Phone Number7-4589, 24561

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HUNTINGTON, W. VA.



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316,000 watts of V.H.F. power

WHTN-TV BASIC
ABC

Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185



Air Time.....9 hours daily
 News Service.....UP
 Representative.....Pearson
 Membership.....NARTB
 President.....Clay Littick
 General Manager.....Allan Land
 Sta. Comm. Manager.....Milton Komito
 Prom., News Director.....Bob Letko
 Production Manager.....Jim Spear
 Film Buyer.....Ed Fisher
 Chief Engineer.....William A. Hunt, Sr.
 Consulting Engineer.....Lohnes & Culver

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 Affil.....News Publ. Co. &
 Dix Newspapers
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, TvB
 Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
 Comm. Mgr.....H. Needham Smith
 Prog. Director.....By Williams
 Prom., Pub. Director.....Greg Van Camp
 Dir. of News & Sp. Events.....George Diab
 Production Manager.....Gary Vorhees
 Film Manager.....William Ney
 Chief Engineer.....Howard Daubenmeyer
 Consulting Eng.....Robert Silliman & Assoc.

WISCONSIN

Pop. Feb. 1, 1956 (Est.) 3,595,000—TV Homes 818,426
 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 Affil.....Eau Claire Leader
 News Service.....UP
 Membership.....NARTB
 Representative.....Hollingbery
 President.....W. C. Bridges
 Gen., Comm. Manager.....Leo Howard
 Program Director.....Richard Kepler
 Sls. Prom. Manager.....Wayne McNulty
 Director of News.....Don Wright
 Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953
ABC-CBS

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Norbetine Fathers
 Business Address.....115 South Jefferson St.
 Phone Number.....HEmlock 2-3331
 Air Time.....17½ hours daily
 News Service.....UP
 Representative.....Weed
 Membership.....NARTB
 Managing Dir.....Rev. M. J. Beemster
 General Manager.....Haydn R. Evans
 Station Manager.....Burrkett Farquhar
 Commercial Mgr.....Robert C. Nelson
 Prog. Dir.....Leo Persselin
 Promotion Dir.....Robert Meister
 Director of News.....Clair Stone
 Production Mgr.....Bob Van Abel
 Film Manager.....Jim Krause
 Chief Engineer.....Wallace E. Stone

WFRV-TV—Green Bay—1955

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By...Valley Telecasting Co.
 Address.....Bellin Bldg.
 Representative.....Headley-Reed TV
 V.P., Gen. Mgr.....Don C. Wirth

WKBT—La Crosse—1954
CBS-NBC

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.....9 hours daily
 Newspaper Affiliation.....Tribune
 Representative.....H-R TV, Inc.
 Membership.....NARTB
 Pres., Gen. Mgr.....Howard Dahl
 Comm. Mgr.....Robert Z. Morrison, Jr.
 Program Director.....Ray Scaron
 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.....Claven Smith
 Consulting Engineer.....W. F. Keane

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ABC Networks

Represented Nationally by
Edward Petry Co. Inc.

WMTV—Madison—1953
CBS-ABC-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
Comm. Manager..... Peter P. Theg
Program Director..... Wanda Montz
Sta. Manager..... Morton J. Wegner
Pub. Director..... Claire Roelandt
Director of News..... Michael Griffin
Production Mgr..... George Harrison
Film Manager..... William Edwards
Prom. Director..... Dorothy Geiser
Chief Engineer..... Stanley Sadler
Consulting Engineer..... Ralph Evans

WISN-TV—Milwaukee
1954—ABC

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
Owned By..... Hearst Corp.
Business Address..... 710 N. Plankinton
Phone Number..... BRoadway 1-4644
Newspaper Affiliation..... Sentinel
News Service..... AP, INS
Representative..... Pety
Membership..... NARTB
V.P., Gen. Mgr..... I. E. "Chick" Showerman
Director..... J. B. Soell
Asst. Manager..... L. A. "Duke" Larson
Program Director..... Deqn McCarthy
Prom. Director..... Charles Lamphier
Dir. of News & Sp. Events..... Carl Zimmermann
Public Affairs Director..... Mel Quinn
Publicity Director..... Lou Riepenhoff
Business Manager..... Joseph Sergio
Chief Engineer..... Lionel Wittenberg

WMBV-TV—Marinette—1954
NBC

Channel: 11 VHF. AP: 120 Kw. VP: 240 Kw.
Owned-Oper. By..... M & M Broadcasting Co., Inc.
Address..... Radio-TV Park
Phone Number..... 2-6631
Air Time..... 16 hours daily
News Service..... UP
Rep..... Venard, Rintoul & McConnell
President..... W. E. Walker
General Manager..... Joseph D. Mackin
Station Manager..... William R. Walker
Prog. Dir., Film Mgr..... Pat Kehoe
Prom., Pub. Director..... Lois Wilkowski
Dir. of News & Sp. Events..... Tom J. Reading
Chief Engineer..... Al S. Alexander
Consulting Eng..... A. D. Ring & Assoc.

WXIX—Milwaukee—1953
CBS

Channel: 19 UHF. AP: 141 Kw. VP: 263 Kw.
Owned-Oper. By..... CBS, Inc.
Business Address..... 5445 N. 27th St.
Phone Number..... Uptown 3-1919
Air Time..... 18 hours daily
News Service..... AP, UP
Representative..... CBS TV Spot Sales
Membership..... NARTB, TvB
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
Dir. Pub. Affairs..... Warren Bush
Promotion Director..... William Ryan
News Director..... Jerry Dunphy
Prod. Manager..... Jack Reeves
Publicity Director..... R. H. Van Roo
Chief Engineer..... F. R. Heuberger

WTMJ-TV—Milwaukee
1947—ABC-NBC

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 Service..... AP
Air Time..... 16 hours daily
Representative..... Harrington, Righter & Parsons, Inc.
Membership..... NARTB, TvB
V.P. and Gen. Mgr. of Radio and TV,
The Journal Co..... Walter J. Damm
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

Channel: 7 VHF. AP: 69 Kw. VP: 100 Kw.
Owned-Oper. By..... Wisconsin Valley TV Corp.
Address..... 714-5th Street
Phone Number..... 2-1021
Newspaper Affil..... Record-Herald
News Service..... AP, UP
Air Time..... 6½ hours daily
Representative..... Meeker TV; Harry Heyatt
President..... J. C. Sturdevant
V.P., Gen. Manager..... George T. Frechette
Director of News..... Walter Chilson
Comm., Asst. Gen. Mgr..... Richard D. Dudley
Program Director..... James K. Harelson
Film Manager..... B. Kellenhauser
Chief Engineer..... Roland W. Richards
Consulting Engineer..... Walter Kean

KFBC-TV—Cheyenne—1953 CBS-ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Phone Number.....4-4461
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

KENI-TV—Anchorage 1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw..VP: 13.8 Kw.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 939
Phone Number.....52201
Air Time.....9 hours daily
News ServiceAP
RepresentativeWeed, Moore-Lund
President.....Austin G. Cooley
General Managers.....Alvin O. Bramstedt,
Jack D. Ellison
Sales Manager.....James Duncan
Program Director.....Dick Rand
Prom., Pub. Director.....Jane Wilson
News Director.....Don Meighan
Film Manager.....Arlene Statina
Chief Engineer.....Thad (Bill) Harris

KTVA—Anchorage—1953 CBS-DuM

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By.....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
RepresentativeHugh Feltis
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert
Program Director.....Lois Clemens
Dir. News, Prod. Mgr.....Walter A. Welch
Film Manager.....Hal Knutson

KFAR-TV—Fairbanks—1955 NBC-ABC

Channel: 2 VHF..AP: 2.76 Kw..VP: 5.6 Kw.
Owned-Operated By.....Midnight Sun Bcstg. Co.

AddressLathrop Bldg.
Representative.....Del Day, James Fletcher
General Manager.....A. O. Bramstedt

KTVF—Fairbanks—1955 CBS

Channel: 11 VHF..AP: 5.6 Kw..VP: 11.05 Kw.
Owned-Operated by.....Northern Television, Inc.
Address.....3rd and Lacey Sts.
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert

HAWAII

KHBC-TV—Hilo—1955

(Satellite of KGMB-TV, Honolulu)
Channel: 9 VHF..AP: .5 Kw..VP: 1 Kw.
Owned-Oper. By.....Hawaiian Bcstg. System Ltd.
Address.....1534 Kapiolani Blvd., Honolulu
Representative.....Peters, Griffin, Woodward, Inc.
V.P., Gen. Mgr.....C. Richard Evans

KGMB-TV—Honolulu—1952 ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw..VP: 104 Kw.
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.
Address1534 Kapiolani
Representative.....Peters, Griffin, Woodward, Inc.
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

Channel: 4 VHF... AP: 13.1 Kw... VP: 26.3 Kw.
Owned-Oper. By.....TV Corp. of America
Address.....1290 Ala Moana Blvd.
Representative.....Adam Young TV Corp.
Gen., Film Mgr.....Jack Burnett

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

KMAU—Wailuku—1955

(Satellite of KGMB-TV, Honolulu)

Channel: 3 VHF... AP: 2.98 Kw... VP: 5.95 Kw.
Owned-Oper. By.....Hawaiian Bcstg. System Ltd.
Address.....1534 Kapiolani Blvd., Honolulu
Representative.....Peters, Griffin, Woodward, Inc.
V.P. & General Mgr.....C. Richard Evans

KMVI—Wailuku—1955

(Satellite of KONA, Honolulu)

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-ABC

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.....3-3006
Air Time.....10 hours daily
Representative.....Caribbean Networks Inc.
President.....Jose Ramon Quinones
Gen., Sta. Manager.....Delfin Fernandez
Comm. Manager.....Camilo Fraticelli
Program Director.....Jose E. Franco
Prod., Prom. Director.....Luis Dominguez
Film Manager.....James J. Deig
Publicity Director.....Felix Santiago
Chief Engineer.....George Sprague
Cons. Engineer.....Comm. Radio Equipment

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TELEVISION STATIONS OF CANADA



CBFT—Montreal—1952 CBC

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

Channel: 3... AP: 60 Kw... VP: 100 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 100 Sackville St.
Phone Number..... 2-8311
Air Time..... 8 hours daily
Reg. Director..... Capt. W. E. S. Briggs
Director..... G. F. Brickenden
Comm. Representative... Donald G. LeBlanc
Technical Director..... J. Simonsen
Program Director..... Carl MacCaull
Press & Info. Director..... Bert Wilson
Editor TV News..... John Maydew
Film Director..... Hermann Noelle

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. McGill
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

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

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 17 Kw... VP: 31 Kw.
Owned-Oper. By..... Canadian Bcstg. Corp.
Address..... Lamark Ave.
Station Manager..... C. P. Wright

CBOT—Ottawa—1953 CBC

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

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—Porth Arthur 1954—CBC

Channel: 2... AP: 2.55 Kw... VP: 5-10 Kw.
Owned By..... Ralph H. Parker
Address..... 87 N. Hill St.
Phone Number..... 4-2404
Air Time..... 7 hours daily
Sales Rep..... Weed TV; All-Canada TV
President and Mgr..... Ralph H. Parker

CFPL-TV—London—1953
CBC

Channel: 10... AP: 184 Kw. ... VP: 325 Kw.
Owned By... London Free Press Printing Co.
Address... Commissioners Rd., Box 488
Phone Number... 4-2115
Air Time... 11½ hours daily
Newspaper Affil... London Free Press
Sales Rep... Weed TV; All-Canada TV
President, Mgr. Dir... Waller J. Blackburn
Station Mgr... Murray T. Brown
Asst. Manager... Robert A. Reinhart
Sls. & Prom. Manager... W. C. Wingrove
Film Supervisor... Beatrice Kulp
Dir. of Engineering... G. Robitaille
Production Coordinator... Kevin Knight
Newsreel Supervisor... Ron Laidlaw
Cons. Engineer... K. A. Mackinnon

CFQC-TV—Saskatoon—1954
CBC-NBC-ABC

Channel: 8... AP: 60 Kw. ... VP: 100 Kw.
Owned By... A. A. Murphy & Sons Ltd.
Address... 216 1st Ave. N.
Air Time... 10 hours daily
Phone Number... 2-6611
Sales Rep... Adam Young TV Corp.; Oakes;
Radio Representative, Ltd.
President... A. A. Murphy
Vice-Pres. Gen. Mgr... G. Blair Nelson
Asst. Manager... Vernon Dallin
Production Director... Walter Romanow
Prom. Director... Mrs. Joyce Webb
News Service Dir... Bill Cameron
Chief Engineer... Lyn Hoskin

CFRN-TV—Edmonton—1954
CBC

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: 60 Kw. ... VP: 100 Kw.
Owned By... Wentworth Bcstg. Co., Ltd.
Address... 163 Jackson St. W.
Phone Number... 2-1121
Air Time... 10 hours
Sales Rep... Adam Young, All-Canada TV
News Service... UP
Newspaper Affil... Spectator
Membership... NARTB
President, Gen. Mgr... Kenneth D. Soble
Asst. Mgr... S. J. Bibby
Comm. Manager... R. J. Peters
Prog. Manager... J. S. Purvis
Prom. Manager... S. F. Habberfield

Production Manager... A. R. Arsenault
News Editor... Dave C. Rogers
Film Manager... D. Gele
Chief Engineer... W. E. Jaynes

CHCT-TV—Calgary—1954
CBC

Channel: 2... AP: 50 Kw. ... VP: 100 Kw.
Owned By... Calgary Television, Ltd.
Address... 955 Rideau Road
Phone Number... 33491
Newspaper Affil... Herald
Air Time... 14 hours daily
Sales Rep... Weed TV Corp.; All-Canada TV
Engineering Rep... K. A. Mackinnon, Ottawa
President... Gordon Love
Manager... Herb Stewart
Operations Manager... R. S. Carson
Prom. Pub. Director... Bob Nystedt
Dir. of News & Sp. Events... Ed Whalen
Production Manager... Ted Bissland
Film Manager... Walter Petriço
Chief Engineer... Lee Crawley
Consulting Engineer... K. A. Mackinnon

CHEX-TV—Peterborough
1955

Channel: 12 VHF... AP: 156 Kw. ... VP: 260 Kw.
Owned... Kawartha Broadcasting Co., Ltd.
Address... Box 637
General Manager... Jack Davidson

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... Jeze 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.
Phone Number... 2217
Newspaper Affil... Le Progres Du Golfe
Sales Rep... Adam Young TV Corp.; Stovin
President... Jacques Brilliant
Station Manager... Andre Lecomte
Program Director... Francois Raymond
Prom. Director... Sandy Burgess
Director of News... Guy Ross
Film Manager... Paul Ratte
Chief Technician... M. Marcel Vallee
Chief Engineer... Real Therrien

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.....J. 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

CJLH-TV—Lethbridge
1955

Channel: 7 VHF..AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By...Lethbridge Television Ltd.
Address.....1015 Third Ave., S.
Representative...Weed TV Corp., All-Canada TV
Managing Director.....Norman Botterill

CJON-TV—St. John's—1955

Channel: 6...AP: 11 Kw...VP: 21.04 Kw.
Owned-Oper. By...Newfoundland Bstg. Co. Ltd.
Address.....Prince of Wales St., Box E5105
Representative.....Weed TV, All-Canada TV
Pres., Gen. Mgr.....G. W. Stirling

CKCK-TV—Regina—1954
CBC-CBS

Channel: 2...AP: 10 Kw...VP: 10.5 Kw.
Owned By.....Transcanada
Address.....Leader Post Building
Phone Number.....36671
Sales Rep...Weed TV Corp.; All-Canada TV
President.....Clifford Sifton
General Manager.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Production Manager.....Larry Glover

Promotion Director.....William Rees
News Director.....Jim McLeod
Chief Engineer.....E. A. Strong
Cons. Engineer.....Keith McKinnon

CKCO-TV—Kitchener—1953
CBC

Channel: 13...AP: 8.45 Kw...VP: 16 Kw.
Owned By.....Carl A. Pollock
Address.....864 King St. W.
Phone Number.....3-4335
Sales Rep...Weed TV Corp.; J. A. Hardy
President.....Carl Pollock
General Manager.....Eugene E. Fitzgibbons
Director of Operations.....W. D. McGregor
Commercial Manager.....Bill Whiting
Program Manager.....Don Martz
Prom., Pub. Director.....Jack Lanthier
Dir. of News & Sp. Events....Alan G. Hodge
Production Manager.....Bruce Lawson
Film Manager.....Errol C. Kelley
Chief Engineer.....Alexander G. Day

CKCW-TV—Moncton—1954
CBC

Channel: 2...AP: 2 Kw...VP: 5 Kw.
Address.....Halifax St.
Phone Number.....4-9601
Air Time.....10 hours daily
News Service.....UP
Sales Rep...Adam Young; Stovin & Co.
Pres., Gen. Mgr.....F. A. Lynds
Production Manager.....J. S. Irvine
Traffic Manager.....Marie Carrol
Prog. Director.....H. Button
Dir. of News & Sp. Events....W. Curtis
Publicity Director.....B. Parsons
Film Manager.....Helen Savage
Chief Engineer.....Arnold Brewster

CKGN-TV—North Bay—1955
ABC-CBS-CBC-NBC

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.
Owned-Oper. By.....Tel-Ad Co.
Address.....P. O. Box 630
Phone Number.....3209
Air Time.....7 hours daily
Representative...Mulvihill Ltd., Hunt & Assoc.
Membership.....CARTB
Gen. Manager.....Russ J. Eastcott
Prom., Pub. Director.....Bruce McLeod
Production Manager.....Bill Hart
Chief Engineer.....W. Totman

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF. AP: 19.5 Kw. VP: 36 Kw.
 Owned-Oper. By.....CKNX Ltd.
 Address.....Josephine Street
 Phone Number.....158
 Air Time.....9 hours daily
 Representative..All Canada TV, Adom Young
 Membership.....CARTB
 Pres., Gen. Manager.....W. T. Cruickshank
 Comm. Manager.....Vin Dittmer
 Program Director.....Don Hildebrand
 Dir. of News & Sp. Events.....John Strong
 Publicity Director.....Robert Van Duyn
 Chief Engineer.....Scott Reid

CKVR-TV—Barrie—1955

Channel: 3.....AP: 7 Kw.....VP: 14 Kw.
 Owned-Oper. By..Ralph Snelgrove TV Ltd.
 Address.....P. O. Box 69
 Phone Number.....5585
 News Service.....Broadcast News,
 Toronto Telegram
 Membership.....CARTB, BBM
 Representatives.....Mulvihill & Co. Ltd.,
 Hunt & Assoc. Canadian Reps.
 Pres., Gen. Manager.....Ralph T. Snelgrove
 Sales & Prom. Manager.....Charles Tierney
 Production Manager.....Claude Baikie
 News Director.....Bill Harrington
 Art Director.....Frank Fog
 Chief Engineer.....Jack Mattenley

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.....Frontenac Bcstg. Co. Ltd.
 Address.....170 Queen St.
 Phone Number.....2-4977
 Air Time.....11½ hours daily
 Sales Rep.....Weed TV Corp.; All-Canada TV
 President.....W. R. Davies
 Manager.....R. W. Hofstetter
 Program Director.....J. R. Chorley
 News Director.....Harvey Tate
 Film Manager.....Lois Scrutton
 Comm. Mgr.....Harry Edgar
 Production Manager.....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.....2940 Victoria Ave.
 Air Time.....6 hours daily
 Phone Number.....5393
 Sales Representative.....All-Canada TV
 Pres., Gen. Mgr.....John B. Craig
 Comm. Manager.....Archie Olson
 Program Director.....Douglas A. Lee
 News Editor.....Jim Struthers
 Promotion Director.....Betty Murphy
 Sports Director.....Ken Milton
 Film Editor.....Harold Pullan
 Chief Engineer.....E. H. Davies

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

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

COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1956

State	City	Station	1955	1956	Affil.
Alabama	Birmingham	WABT	—	—	NBC-TV
		WBRC-TV	—	—	CBS-TV
	Mobile	WALA-TV	—	—	NBC-TV
	Montgomery	WCOV-TV	—	—	CBS-TV; DuMont
	WSFA-TV	—	—	NBC-TV	
Arizona	Phoenix	KPHO-TV	—	—	CBS-TV
	Phoenix	KOOL-TV	—	—	CBS-TV
	Phoenix	KTVK	—	—	—
	Phoenix-Mesa	KVAR	—	—	NBC-TV
	Tucson	KOPO-TV	—	—	CBS-TV
	KVOA-TV	—	—	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
	Fresno	KMJ-TV	—	—	NBC-TV; CBS-TV
	Fresno	KJEO	—	—	CBS-TV
	Los Angeles	KHJ-TV	—	—	DuMont
		KNXT	—	—	CBS-TV
		KRCA	—	—	NBC-TV
		KTLA	—	—	—
	Sacramento	KCCC-TV	—	—	NBC-TV; CBS-TV
	Sacramento	KBET-TV	—	—	CBS-TV
		KCRA	—	—	—
	Salinas-Monterey	KSBW-TV	—	—	CBS-TV
		KMBY-TV	—	—	CBS-TV
	San Diego	KFMB-TV	—	—	CBS-TV
		KFSD-TV	—	—	NBC-TV
	San Francisco	KPIX	—	—	CBS-TV
		KRON-TV	—	—	NBC-TV
	KGO	—	—	—	
Santa Barbara	KEET	—	—	NBC-TV	
Stockton	KTVU	—	—	NBC-TV	
Colorado	Colorado Springs	KKTV	—	—	CBS-TV; DuMont
		KRDO-TV	—	—	NBC-TV
		KLZ-TV	—	—	CBS-TV
		KOA-TV	—	—	NBC-TV
	Pueblo	KCSJ-TV	—	—	NBC-TV
Connecticut	New Britain	WKNB-TV	—	—	CBS-TV
	New Haven	WNHC-TV	—	—	NBC-TV; CBS-TV; DuMont
Delaware	Wilmington	WDEL-TV	—	—	NBC-TV; DuMont
		WPFH	—	—	—
Dist. of Columbia	Washington	WRC-TV	—	—	NBC-TV
		WTOP-TV	—	—	CBS-TV
		WMAL	—	—	—
Florida	Jacksonville	WJHP-TV	—	—	NBC-TV
		WMBR-TV	—	—	CBS-TV; DuMont
	Miami	WGBS-TV	—	—	NBC-TV
		WTVJ	—	—	CBS-TV
	Orlando	WDBO-TV	—	—	NBC-TV; CBS-TV
	Palm Beach	WJNO-TV	—	—	NBC-TV
	St. Petersburg	WSUN-TV	—	—	CBS-TV
	Tampa	WFLA-TV	—	—	NBC-TV
Tampa	WTVT	—	—	CBS-TV	
Georgia	Atlanta	WAGA-TV	—	—	CBS-TV
		WSB-TV	—	—	NBC-TV
	Augusta	WJRF	—	—	NBC-TV; DuMont
		WRDW-TV	—	—	CBS-TV
	Columbus	WDAK-TV	—	—	NBC-TV
		WRBL-TV	—	—	CBS-TV
Macon	WMAZ-TV	—	—	CBS-TV	
	WNEX-TV	—	—	NBC-TV	
Savannah	WTOG-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	1955	1956	Affil.	
Indiana	Peoria	WNBQ	—		NBC-TV	
		WEEK-TV	—		NBC-TV; DuMont	
	Quincy	WTVH-TV	—	—	CBS-TV	
		KHQA-TV	—		CBS-TV; DuMont	
	Rockford	WGBM-TV	—		NBC-TV	
		WREX-TV	—		CBS-TV	
	Rock Island	WTVQ	—	—	NBC-TV	
		WHBF-TV	—		CBS-TV; DuMont	
	Springfield	WICS	—	—	NBC-TV	
	Iowa	Bloomington	WTFV	—		NBC-TV; DuMont
			WSJV-TV	—	—	NBC-TV
		Elkhart	WFIE-TV	—	—	NBC-TV
			WINT	—		CBS-TV
Fort Wayne		WKJG-TV	—		NBC-TV; DuMont	
		WFBM-TV	—		NBC-TV	
Indianapolis		WISH-TV	—		CBS-TV; DuMont	
		WFAM-TV	—	—	CBS-TV	
Lafayette		WLBC-TV	—		CBS-TV	
Muncie		WSBT	—		CBS-TV; DuMont	
South Bend		WNOU	—			
Terre Haute	WTHI-TV	—		CBS-TV		
Iowa	Ames-Des Moines	WOL-TV	—		DuMont; CBS-TV	
		KCRG-TV	—		DuMont	
	Cedar Rapids	WMT-TV	—		CBS-TV	
		WOC-TV	—		NBC-TV	
	Davenport	WHO-TV	—		NBC-TV	
	Des Moines	KRNT-TV	—		CBS-TV	
	Des Moines	KQT	—		NBC-TV	
	Fort Dodge	KQLO-TV	—		CBS-TV	
	Mason City	KTV	—		NBC-TV	
	Sioux City	KVT	—		CBS-TV	
	Waterloo	KWWL-TV	—		NBC-TV	
	Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV; DuMont
KOAM-TV			—		NBC-TV	
Pittsburg		WIBW-TV	—		CBS-TV; DuMont	
		KEDD	—		NBC-TV	
Topeka		KAKE	—			
		KARD	—			
Wichita	WIBW	—				
Kentucky	Henderson	WELT	—		CBS-TV	
		WAVE-TV	—		NBC-TV; DuMont	
	Louisville	WHAS-TV	—		CBS-TV	
Louisiana	Alexandria	KALB-TV	—		NBC-TV	
		WAFB-TV	—		NBC-TV	
	Baton Rouge	WBRZ	—		NBC-TV	
		KTAG-TV	—		CBS-TV	
	Lake Charles	KPLC-TV	—		NBC-TV	
		KNOE-TV	—		NBC-TV; CBS-TV; DuMont	
	Monroe	WDSU-TV	—		NBC-TV; CBS-TV; DuMont	
New Orleans	KSLA	—		NBC-TV; CBS-TV		
Shreveport	KTBS	—				
Maine	Bangor	WABI-TV	—		NBC-TV	
		WTVO	—		CBS-TV	
	Portland	WCBS-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	
		WWLP	—		NBC-TV	
	Springfield	WHYN	—			
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV	
		WJBK-TV	—		CBS-TV; DuMont	
	Detroit	WWJ-TV	—		NBC-TV	
		WXYZ	—			
	Flint	WJRT	—		CBS-TV	
		WOOD-TV	—		NBC-TV; DuMont	
	Grand Rapids	WEZO-TV	—		CBS-TV; DuMont	
	Kalamazoo	WJIM-TV	—		NBC-TV	
Lansing	WKNX-TV	—		CBS-TV		
Saginaw	WTOB-TV	—		NBC-TV		
Traverse City						
Minnesota	Duluth	KDAL-TV	—	—	NBC-TV	
		WCCO-TV	—		CBS-TV	
	Rochester	KROC-TV	—		NBC-TV	
		KSTP-TV	—		NBC-TV	
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont	
		WLBT	—		NBC-TV	
Meridian	WTOK-TV	—	—	NBC-TV		



COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1955	1956	Affl.
Missouri	Cape Girardeau	KFVS-TV	—	—	CBS-TV
	Jefferson City	KRCG-TV	—	—	CBS-TV
	Joplin	KSWM	—	—	—
	Kansas City	KCMO-TV	—	—	DuMont
		KMBC-TV	—	—	CBS-TV
		WDAF-TV	—	—	NBC-TV
	St. Joseph	KFEQ-TV	—	—	CBS-TV
	St. Louis	KSD-TV	—	—	NBC-TV
		KWK-TV	—	—	CBS-TV
	Springfield	KTTS-TV	—	—	CBS-TV; DuMont
KYTV		—	—	NBC-TV	
Nebraska	Kearney	KHOL-TV	—	—	CBS-TV
	Lincoln	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
		WROW-TV	—	—	CBS-TV
	Binghamton	WNBF	—	—	NBC-TV; CBS-TV; DuMont
	Buffalo	WBEN-TV	—	—	CBS-TV; DuMont
		WGR-TV	—	—	NBC-TV
	Carthage-Watertown	WCNY-TV	—	—	CBS-TV
		WABD	—	—	DuMont
	New York	WCBS-TV	—	—	CBS-TV
		WPIX	—	—	—
		WRCA-TV	—	—	NBC-TV
		WHAM-TV	—	—	NBC-TV
	Rochester	WHEC-TV	—	—	CBS-TV
		WVET-TV	—	—	CBS-TV
		WRGB	—	—	NBC-TV; CBS-TV; DuMont
		WHEN-TV	—	—	CBS-TV; DuMont
	Schenectady	WSYR-TV	—	—	NBC-TV
WKTW		—	—	NBC-TV; CBS-TV; DuMont	
North Carolina	Asheville	WHOS	—	—	—
	Charlotte	WAXS-TV	—	—	NBC-TV
		WBTW	—	—	NBC-TV; CBS-TV
	Durham	WTVD	—	—	NBC-TV
	Greensboro	WFMY-TV	—	—	CBS-TV; DuMont
	Greenville	WNCT	—	—	CBS-TV
	Raleigh	WNAO-TV	—	—	CBS-TV; DuMont
	Winston-Salem	WSJS-TV	—	—	NBC-TV
—		—	—	—	
North Dakota	Bismarek	KBMB	—	—	—
	Fargo	WDAY-TV	—	—	NBC-TV
	Minot	KCJB	—	—	CBS-TV
	Valley City	KXJB-TV	—	—	CBS-TV
Ohio	Cincinnati	WCPO-TV	—	—	DuMont
		WKRC-TV	—	—	CBS-TV
		WLWT	—	—	NBC-TV
	Cleveland	WEWS	—	—	CBS-TV
		KYW-TV	—	—	NBC-TV
	Columbus	WJW-TV	—	—	CBS-TV
		WBNS-TV	—	—	CBS-TV
	Dayton	WLWC	—	—	NBC-TV
		WHIO-TV	—	—	CBS-TV; DuMont
	Steubenville	WLWD	—	—	NBC-TV
WSTV-TV		—	—	CBS-TV	
WSPD-TV		—	—	NBC-TV; CBS-TV; DuMont	
WFMJ-TV		—	—	NBC-TV	
Youngstown	WKBN-TV	—	—	NBC-TV; DuMont	
Oklahoma	Ada	KTEN	—	—	—
	Enid	KWTW	—	—	CBS-TV; DuMont
	Oklahoma City	WKV-TV	—	—	NBC-TV
		—	—	—	—
Tulsa	KOTV	—	—	CBS-TV	
	KV00-TV	—	—	NBC-TV	
Oregon	Eugene	KVAL-TV	—	—	NBC-TV
	Medford	KBES-TV	—	—	CBS-TV
	Portland	KOIN-TV	—	—	CBS-TV
		KPTV	—	—	NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—	—	NBC-TV; DuMont
		WLEV-TV	—	—	NBC-TV
	Bethlehem	WICU	—	—	NBC-TV; DuMont
		WSEE	—	—	CBS-TV
	Erie	—	—	—	
	Harrisburg	WHP-TV	—	—	CBS-TV
	Johnstown	WJAC-TV	—	—	NBC-TV; CBS-TV; DuMont
	Lancaster	WGAL-TV	—	—	NBC-TV; CBS-TV; DuMont
	Philadelphia	WEIL-TV	—	—	DuMont
		WCAU-TV	—	—	CBS-TV



COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1955	1956	Affil.
	Pittsburgh	WRCV-TV	—		NBC-TV
		KDKA-TV	—		NBC-TV ; (CBS-TV ; DuMont
	Reading	WENS		—	NBC-TV
		WEEU-TV	—		NBC-TV
	Seranton	WHUM-TV	—		CBS-TV
Wilkes-Barre	WGBL-TV	—		CBS-TV	
		WBRE-TV			NBC-TV
Rhode Island	Providence	WJAR-TV			NBC-TV ; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
	Charleston	WCSC-TV	—		CBS-TV
	Columbia	WUSN-TV		—	NBC-TV
		WIS-TV	—		NBC-TV
	Florence	WNOK-TV	—		CBS-TV
Greenville	WBTV	—		CBS-TV	
		WFBC-TV			NBC-TV
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV ; (CBS-TV
	Jackson	WDXI-TV	—		CBS-TV
	Johnson City	WJHL-TV	—		CBS-TV
	Knoxville	WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
		WMCT	—		NBC-TV ; DuMont
	Nashville	WLAC-TV	—		CBS-TV
WSM-TV		—		NBC-TV ; DuMont	
Texas	Amarillo	KFDA-TV		—	CBS-TV
		KGNC-TV	—		NBC-TV
	Austin	KTRC-TV		—	NBC-TV ; DuMont
	Dallas	KRLD-TV	—		CBS-TV
	El Paso	WEMA-TV	—		NBC-TV ; DuMont
		KROD-TV	—		CBS-TV
		KTSM-TV	—		NBC-TV
	El Worth	WFAF-TV	—		NBC-TV
	Galveston-Houston	KGUE-TV	—		CBS-TV
	Houston	KPRC-TV		—	NBC-TV
	Lubbock	KCRD-TV	—		NBC-TV
		KDUB-TV	—		CBS-TV
	San Angelo	KTNT-TV	—		CBS-TV
San Antonio	KENS-TV	—		CBS-TV ; DuMont	
	WOM-TV	—		NBC-TV	
Temple	KCEN-TV	—		NBC-TV	
Wichita Falls	KFDX-TV	—		NBC-TV	
	KWET-TV	—		CBS-TV	
Utah	Salt Lake	KSL-TV	—		CBS-TV
		KTVT	—		NBC-TV
Vermont	Burlington-Montpelier	WMAT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
	Lynchburg	WLAJ-TV	—		CBS-TV
	Norfolk	WTAR-TV	—		CBS-TV ; DuMont
		WVEC-TV	—		NBC-TV
	Richmond	WTVR	—		NBC-TV
Roanoke	WSLS-TV	—		NBC-TV	
Washington	Bellingham	KVOS-TV			CBS-TV
	Seattle	KOMO-TV	—		NBC-TV
	Spokane	KIHQ-TV	—		NBC-TV
		KXLA-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV ; DuMont
Vakima	KIWA-TV	—		NBC-TV ; CBS-TV	
West Virginia	Charleston	WCBS-TV	—		CBS-TV ; DuMont
	Huntington	WSAZ-TV	—		NBC-TV ; DuMont
	Parkersburg	WTAP	—		NBC-TV
	Wheeling	WTRF-TV	—		NBC-TV
Wisconsin	Eau Claire	WEAC-TV		—	NBC-TV
	Green Bay	WBAY-TV	—		CBS-TV
	La Crosse	WKBT	—		NBC-TV
	Madison	WKOW-TV	—		CBS-TV
		WMTV	—		NBC-TV
	Marinette-Green Bay	WMBA-TV	—		NBC-TV
	Milwaukee	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
	Milwaukee	WIXA	—		CBS-TV
Wausau	WSAU-TV	—		NBC-TV	
Wyoming	Cheyenne	KFBC-TV	—		CBS-TV

OFFICIAL FCC TV ALLOCATIONS



ALABAMA

	Channel No.
Andalusia	2, 29
Anniston	70
Auburn	*58
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Canton	14
Cullman	60
Deeatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 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
University	*74

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Elroy	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	40
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
Pittsburgh	16
Port Chicago	70
Porterville	55
Red Bluff	15
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, 26, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	8
Santa Barbara	3, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49

* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS



	Channel No.
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	30
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Creeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	20, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	1, 5, 7, 9, 14, 20, *26, 50
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FLORIDA

Belle Glade	37
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 33
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	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	0, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	18
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	15
Caldwell	9
Boeur d'Alene	12
Emmett	20
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscov	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27

* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

	Channel No.
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	69

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	69
Peoria	8, 19, *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, 58
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
Tel City	31

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	49
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
Hayes	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36

* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS



	Channel No.
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	50
Bowling Green	13, 17
Campbellville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 31, 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, *31, 40
Bogalusa	60, 58
Crowley	21
De Ridder	14
Eunice	61
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, 13, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20

	Channel No.
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lawton	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Prosque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	82
Barnstable	25
Boston	*2, 4, 5, 7, 38, 44, 56
Brockton	62
Easthampton	61
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Pittsfield	64
Springfield-Holyoke	22, 55
Warechester	14, 29

MICHIGAN

Albion	41
Alpena	9, *11, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benon Harbor	42
Big Rapids	30
Cadillac	13, 45
Calumet	13
Charboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3, 49
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19, 25
Iron Mountain	9, 27
Iron River	35
Ironwood	12, 31
Jackson	48
Kalamazoo	3, 36, *74
Ladino	6, 54
Ludington	18
Manistee	15
Manistiquette	14
Marquette	6, 17, 35
Midland	19
Mount Pleasant	47
Muskegon	29, 35

* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Wicksburg	41
West Point	56
Yazoo City	49

MISSOURI

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *0, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	10
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	33
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	6
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	7, 5
Durham	*11
Hannover	*25
Keene	4, 5
Lebanon	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	1, 5
Rochester	61

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	40, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hamptonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clewis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10

	Channel No.
Jolibo	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Log Alamos	20
Lovington	27
Portales	22
Raton	*46, *52
Roowell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	16
Tucuman	25

NEW YORK

Albany Schenectady	
Troy	6, *17, 23, 35, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	
Niagara Falls	17, *23
Buffalo Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Utica	*14, 20
Jamestown	58
Kingston	66
Lake Placid	5
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Oadensburg	24
Olean	51
Oneonta	62
Oswego	31
Patchouan	75
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saratoga Lake	18
Schenectady (see Albany)	
Syracuse	3, 8, *43
Troy (see Albany)	
Utica Rome	13, 25, 54
Watertown	48

NORTH CAROLINA

Ahoskie	54
Albemarle	20
Asheville	13, 256, 62, 78
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Goldsboro	34, 72
Greensboro	2, *51, 57
Greenville	9
Henderson	62
Hendersonville	27
Hickory	30
High Point	15

* Denotes Channel reservation for non-commercial educational use



OFFICIAL TV ALLOCATIONS



	Channel No.
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	80
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67

	Channel No.
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 50
Allus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	84
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	16
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	18
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 66
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	70
Butler	43

* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	9, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, 44
Shamokin	65
Sharon	39
State College	*18
Sunbury	38
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *36
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SOUTH CAROLINA

Aiken	54
Anderson	10, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 28
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sieaux Falls	11, 13, 38, *44
Surgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	71, 69
Covington	19
Crossville	57
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harrison	67
Humboldt	25
Jackson	7, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Sparksville	2
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Ablene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gaineville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	69
Harlingen (also see Brownsville- Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Scymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72

	Channel No.
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville- Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	74
Brattleboro	77
Burlington	3, *16, 22
Montpelier	40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Dauville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk- Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth- Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS



WASHINGTON	
	Channel No.
Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	10
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*15, 55, 67
Yakima	23, 29, *47

WEST VIRGINIA	
Beckley	4, 21, 66
Bluefield	6, 41
Charleston	5, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	*5, 32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamsou	17

WISCONSIN	
Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Mantowee	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34

	Channel No
Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *86
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 28
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING	
Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	10
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Nearns	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA	
Anchorage	12, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	*4, 9
Sitka	13

HAWAIIAN ISLANDS	
Hilo, Hawaii	2, 4, *7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lahoe, Kauai	3, *8, 10, 12
Waikuku, Maui	3, 8, *10, 12

PUERTO RICO	
Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS	
Charlotte Amalie	10, 12
Christiansted	8

* Denotes Channel reservation for non-commercial educational use.

NEW TELEVISION STATIONS SET FOR OPENING IN 1956



City	Call Letters	Channel	City	Call Letters	Channel
ALABAMA			FLORIDA		
*Andalusia	WAIQ	2	Clearwater	WPGT	32
Selma	WSLA	8	Daytona Beach	WESH-TV	2
ARIZONA			Fort Pierce	WTVI	19
Tucson	KDWI-TV	9	Jacksonville	WOBS-TV	30
ARKANSAS			Miami	WMFL	33
Fort Smith	KNAC-TV	5	Miami Beach	WKAT	10
Jonesboro	KBTM-TV	8	Orlando	WORZ	9
CALIFORNIA			Orlando	WEAL-TV	18
Corona	KCOA	52	IDAHO		
Fresno	KARM	12	Lewiston	KLEW-TV	3
Los Angeles	KBIC-TV	22	Twin Falls	KHTV	13
Modesto	KTRB-TV	14	ILLINOIS		
San Francisco	KBAY-TV	20	Chicago	WHFC-TV	26
Visalia	KAKI	43	Chicago	WIND-TV	20
COLORADO			Chicago	WOPT	44
*Denver	KRMA-TV	6	Evanston	WTLE	32
CONNECTICUT			Peoria	WIRL	8
*Bridgeport	WCTB	71	INDIANA		
*Hartford	WCHF	24	Anderson	WCBC-TV	61
New Haven	WELJ-TV	59	Evansville	WTVW	7
New London	WNLC-TV	26	Fort Wayne	WANE-TV	69
*Norwich	WCNE	63	KANSAS		
Stamford	WSTF	27	Goodland	KWGB-TV	10
DISTRICT OF COLUMBIA			*Manhattan	KSAC-TV	8
Washington	WETV	20	KENTUCKY		
Washington	WOOK-TV	14	Ashland	WPTV	59

*Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1956

City	Call Letters	Channel	City	Call Letters	Channel
Lexington	WLAP-TV	27	NEVADA		
Louisville	WQXL-TV	41	Reno	KAKJ	4
Newport	WNOP-TV	71	NEW HAMPSHIRE		
LOUISIANA			Keene	WKNE-TV	15
Monroe	KLSE	13	NEW JERSEY		
New Orleans	WCKG	26	Atlantic City	WOCN	52
MARYLAND			Camden	WKDN-TV	17
Baltimore	WITH-TV	72	New Brunswick	WTLV	19
Baltimore	WTLF	18	NEW MEXICO		
MASSACHUSETTS			Carlsbad	KAVE-TV	6
Boston	WJDW	41	NEW YORK		
Boston	WHMB	38	Albany	WPTR-TV	23
Brockton	WBEF-TV	62	Albany	WTVZ	17
Worcester	WAAB-TV	20	Binghamton	WQTV	16
MICHIGAN			Binghamton	WINR-TV	10
Ann Arbor	WUOM-TV	26	Buffalo	WTVF	23
Detroit	WBID-TV	50	Buffalo	WNYT-TV	59
Flint	WJRT	12	Hagaman	WAST	29
Grand Rapids	WMCN	23	Ithaca	WHCU-TV	20
Ironwood	WJMS-TV	12	Ithaca	WIET	14
Marquette	WDMJ-TV	6	New York	WGTV	25
MISSISSIPPI			New York	WNYC-TV	31
Columbus	WCBI-TV	4	Rochester	WCBP-TV	15
Hattiesburg	WDAM-TV	9	Rochester	WROH	21
Tupelo	WTWV	9	Syracuse	WHTV	43
MONTANA			NORTH CAROLINA		
Billings	KGHL-TV	8	Gastonia	WTVX	18
NEBRASKA			New Bern	WNBE-TV	13
Hayes Center	KHPL-TV	6	Wilmington	WTHI	3
NORTH DAKOTA			Minot	KMOT	10

Denotes non-commercial educational station

City	Call Letters	Channel	City	Call Letters	Channel
OHIO			TENNESSEE		
Cincinnati	WQXN-TV	54	Knoxville	WBIR-TV	10
Cleveland	WERE-TV	65	*Memphis	WKNO-TV	10
Cleveland	WHK-TV	19			
Elyria	WEOL-TV	31	TEXAS		
Mansfield	WTVG	36	Corpus Christi	KRIS-TV	6
Massillon	WMAC-TV	23	El Paso	KOKE	13
Toledo	WTOH-TV	79	Houston	KXYZ-TV	29
Youngstown	WXTV	73			
OKLAHOMA			VIRGINIA		
Ardmore	KVSO-TV	12	Bristol	WCYB-TV	5
*Oklahoma City	KETA	13	Richmond	WRVA-TV	12
*Tulsa	KOED-TV	11	Richmond	WOTV	29
Tulsa	KSPG	17			
OREGON			WASHINGTON		
Klamath Falls	KFJI-TV	2	Ephrata	KBAS-TV	43
Portland	KTLV	8	Vancouver	KVAN-TV	21
Roseburg	KPIC	4	Yakima	KRSM	23
Salem	KSLM-TV	3			
PENNSYLVANIA			WEST VIRGINIA		
Allentown	WQCY	39	Clarksburg	WBLK-TV	12
Hazleton	WAZL-TV	63	Wheeling	WLTW	51
Philadelphia	WPHD	23			
Pittsburgh	WTVQ	47	WISCONSIN		
Pittsburgh	WIIC	11	Milwaukee	WFOX-TV	31
Sharon	WSHA	39	Whitefish Bay	WITI-TV	6
Sunbury	WKOK-TV	38			
Williamsport	WRAK-TV	36	TERRITORIES		
SOUTH CAROLINA			HAWAII		
Camden	WACA-TV	15	Wailuku	KMVI-TV	12
Spartanburg	WSPA-TV	7			
			PUERTO RICO		
			Mayaguez	WORA-TV	5
			*San Juan	WIPR-TV	6

*Denotes non-commercial educational station.

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	KBID-TV (UHF)	July 15, 1954
	FLORIDA	
Pensacola	WPFA-TV WIRK-TV	West Palm Beach
	GEORGIA	
Atlanta	WATL-TV	
Macon	WOKA-TV	
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	IOWA	
Des Moines	KGTV	
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MASSACHUSETTS	
Worcester	WWOR-TV	
	MAINE	
Lewiston	WLAM-TV	
	MASSACHUSETTS	
Cambridge	WTAO-TV	
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	NEW JERSEY	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	NEW YORK	
Albany	WTRI (UHF)	
Elmira	WTVE	
	NORTH CAROLINA	
Charlotte	WQMC	
	OHIO	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Oklahoma City	KTVQ	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Allentown	WFMZ	
Lebanon	WLBR-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
Reading	WEEU-TV	
	RHODE ISLAND	
Providence	WNET	
	TEXAS	
Houston	KNUZ-TV (UHF)	June 25, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Newport News	WACH-TV	
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	WISCONSIN	
Milwaukee	WCAN-TV	

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1956



State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
	Flagstaff	H. J. Rosen	KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Globe	Willard Shoecraft	KVOA-TV; KOPQ-TV (Tucson)
	Nogales	Chas. G. Boice	KOOL-TV; KTVK-TV (Phoenix)
	Prescott	Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock)
	Fayetteville	Hal Douglas	KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Harrison (Twin City TV System)		
California	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Beverly Hills (Community TV Reception Co.)		
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSI-TV (Chico)
	Grass Valley	John Colling	KPEX; KRON-TV; KGO-TV (San Francisco)
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)
	Martinez		KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Orinda (TV Master Antenna System)		
	Palm Springs (Community TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Community TV)		
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)
	San Bernardino	Richard J. Filane	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
Colorado	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Leadville	David F. Onstead	KCSJ-TV (Pueblo)
	Salida	J. E. Collier	KFEL-TV; KOA-TV; KILZ-TV; KBTW (Denver)
	Sterling		KFBC-TV (Cheyenne)
	Trinidad	Donald C. Campbell	KCSJ-TV (Pueblo) KKTW (Colorado Springs)
Connecticut	Frankfort (Community Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Ketchum	C. E. Atkinson	KBOI (Boise) KID-TV (Idaho Falls)
	Lewiston	Newell Priest	KSL-TV (Salt Lake City) KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Pocatello (Bannock TV, Inc.)		
	Twin Falls (Cable Vision)		



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
Illinois	Pera	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBBK (Chicago)
	Taylorville	Louis Flanders	WOC-TV (Davenport) WIBF-TV (Rock Island) WCLA (Champaign) KSD-TV (St. Louis) WTVF (Decatur) WCLA (Champaign) WICS (Springfield)
Iowa	Dobuque (Jerrold TV Cable Corp.)		
Maine	Boulton (TV, Inc.)		
Maryland	Cumberland	J. Holland Kennells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAE-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Hancock Lonaconing (Jackson TV Co.)	Stanley M. Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WAGT (Adams) WWOR-TV (Worcester)
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Minnesota	Benson (Westema TV Const. Co.)		
	St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.)		
	Hattiesburg (Perfect Video, Inc.)		
Montana	Big Timber	McClellan Clark	KOOK-TV (Billings)
	Bozeman (Community TV, Inc.)		
	Hayre (Community TV Assoc. of Hayre)		
	Helena (Helena TV, Inc.)		
	Lowiston (Perfect TV, Inc.)		
	Whitefish (Big Mountain TV, Inc.)		
	Cut Bank (Highline Community Antenna Service, Inc.)		
	Kalispell	E. R. Fetz	KXLY-TV (Spokane) KGO-TV (Missoula) KOOK-TV (Billings)
Livingston	P. B. McAdam		
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)
	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
New Hampshire	Laconia (Community TV Corp.)		
	Ventnor	Frederick T. Seving	WPTZ; WEIL-TV; WCAU-TV (Phila.)
New Mexico	Clovie	Carlton Davis	
	Farmington	Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
	Holbs (TV Co.)		
	Lovington (Antenna Co.)		
New York	Canisteo (Canisteo TV, Inc.)		
	Corning	Charles W. Pribley	WSYR-TV; WHEN-TV; (Syracuse) WNYF-TV (Binghamton) WBEN-TV (Buffalo) WUAM-TV (Rochester)



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Hornell	Ford Walton	WNBF-TV (Binghamton)
	Ithaca	Anthony Corraeo	WHEN-TV; WSYR-TV (Syracuse)
	Napanoch	W. C. Smith	WOBS-TV; WNBTV; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Oneonta (Oneonta Video, Inc.)	Thomas Sarro	WSYR-TV; WHEN-TV (Syracuse)
	Port Jarvis	Jack W. Haverly	WNBF-TV (Binghamton)
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Ohio	New Philadelphia	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	K. G. Walker	XEWL; WEWS; WNBK; (Cleveland)
	Sugarcreek	P. K. Orft	WTRF-TV; (Wheeling)
		Claude Stevanus	WSTV-TV (Steubenville)
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
Oregon	John Day	Haskell Scott	KBOI (Boise)
	Peudleton	V. M. McCormack	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Portland	Wally Matson	KOIN-TV; KPTV (Portland)
	Roseburg	J. T. Pierce	KBES-TV (Medford) KVAL-TV (Eugene)
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona)
	Bangor	J. Brymer Roberts	WBRE-TV; (Wilkes-Barre)
	Bethlehem	James G. Petrakis	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Bloomsburg	John L. Pipa, Jr.	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bradford	Joseph Sarieks	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading)
	Brockton	Dominic Vitelli	WGBI-TV (Scranton)
	Brockway	George C. Morrison	WBEN-TV; WGB-TV (Buffalo) WJAC-TV; (Johnstown)
	Carlisle (Mathew's Inc.)		WDTV (Pittsburgh)
	Clearfield	Joseph Sarieks	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Galeton	Wm. A. Heymann	WDTV (Pittsburgh) WBEN-TV (Buffalo)
	Hamburg	D. H. Schoener	WNBF-TV (Binghamton)
	Harrisburg	J. Calvin Frank	WPTZ; WFIL-TV; WCAU-TV (Phila.) WMAR-TV (Baltimore)
	Hazleton	Fred Corealle	WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster)
	Honesdale	Henry Kalinowski	WTPA (Harrisburg)
	Lansford	Robert J. Tarlton	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Lewistown	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lykens	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading)
Mahanoy City	Max E. Miller	WGAL-TV (Lancaster)	
Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)	
Meadville	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	
Minersville	George J. Barco	WPIX (New York)	
	F. E. Moser	WICU (Erie) WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh) WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations	
New York	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)	
	Nesquehoning (Electronics, Inc.) Orl City	R. A. Drellek	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)	
	Palmerton	C. E. Reinhard	WCBS-TV; WOL-TV; WPIX (New York)	
	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)	
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)	
	Slatington	Lawrence J. Korn	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)	
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)	
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.)	
	Sunbury	John J. Barnl. Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre) WPTZ; WFIL-TV; WCAU-TV (Phila.)	
	Tamaqua	Ben P. Houser	WBRE-TV; WGR-TV (Buffalo) WFBG-TV (Altoona) WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona) WNBF-TV (Binghamton) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading) WNBF-TV (Binghamton) WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)	
	Titusville	A. D. Carlson		
	Warren	Robert E. Dunham		
	Wilkes-Barre	Ralph Katroah		
	Williamsport	Carl A. Maculen		
	Williamsport	Joseph L. Lerce		
	Williamsport	Ray Schnelder		
	South Dakota	Mitchell	Allen C. Harnes	KELO-TV (Sioux Falls) KTVV; KTIV (Sioux City)
	Tennessee	Johnson City	R. M. Huntsman	WBTB (Charlotte) WJHL-TV (Johnson City)
Kingsport		W. Kyle Huddle	WBTB (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	Lee Green	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls) KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)	
	Mineral Wells	John Campbell		
	Tyler	Russmond Hedge		
	Uvalde (Uvalde TV Cable Corp.) Victoria	A. B. Alkek		
Utah	Price Salt Lake City (Sevier TV Sig- nal Dist. Co.)	Louis Votre		
Vermont	Barre	Louis Babie	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)	
	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CMBT; CBFT (Montreal)	



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) 'BFT (Montreal)
Virginia	Harrisonburg Marrion (Marrion TV Service Co.) Staunton	Frederick L. Allman Norwood Rosen	 WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Chelan Colville Ellensburg Ephrata Everett Moses Lake (Moses Lake TV, Inc. Omak-Okanogan Richland Soap Lake Tonasket (Okonogan Valley TV Cable Co.) Walla Walla Wenatchee	Emory Weimer August Schwartz Harold Cathow Eldon A. Root Melvin Rothrock Robert S. McCaw Dr. Leonard McNamara Charles E. Brown Charles E. Brown	KXLY-TV; KHQ-TV (Spokane) KREM-TV; KHQ-TV; KXLY-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)
West Virginia	Burnsville (Marlin- TV Cable Co.) Clarksburg Elkins Fairmont Hinton Keyser Man Piedmont War Welch Weston Wheeling Whitesville Williamson	W. D. Dantzler Ralph S. Shepler Edward A. Pence James V. Coste Dr. Harry E. Coffman C. O. Erickson Homer Ferrell L. W. Coffey Edmund O. Gates M. W. Adler Donald W. Levenson James Williams Jack Gates	WSAZ-TV (Huntington) WLSL-TV (Roanoke) WCHS-TV (Charleston) WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WLSL-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill) WTOP-TV; WMAL-TV; WTTG (Wash- ington) WJAC-TV (Johnstown) WSAZ-TV (Huntington) WBC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona) WSAZ-TV (Huntington) WLSL-TV (Roanoke) WCHS-TV (Charleston) WSAZ-TV (Huntington) WCHS-TV (Charleston) WLSL-TV (Roanoke) WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
Wyoming	Casper Cody Cokesville Kemmerer (Kem- Tev Corp.) Thermopolis (Ther- mopolis Bestg. Co.) Laramie Worland	Bill Daniels Harry M. Moore J. E. Collier Thomas Mitchell, Jr.	KLZ-TV; KOA-TV; KBTB; KFEL-TV (Denver) KFBC (Cheyenne) KOOK-TV (Billings) KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver) KOOK-TV (Billings)
Canada	Montreal, Que. Vancouver, B. C.	A. Cross C. G. Chandler	CBFT; CBMT (Montreal) Plus Closed- Circuit Organizations CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

TV OUTSIDE of UNITED STATES

TV stations in operation: or under construction (CP) as of January 1, 1956.



Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Visual	Aural	
-- CUBA --					
Camaguey		CP Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey	CMJL-TV	Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		Circuito CMQ	103.25	107.75	525/60
Havana	CMA-TV	Circuito CMQ	55.25	59.75	525/60
Havana	CMBE-TV	Radio Universal	175.25	179.75	525/60
Havana	CMQ-TV	Circuito CMQ	83.25	87.75	525/60
Havana	CMCR-TV	Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holquin	CMKJ-TV	Circuito CMQ	67.25	71.75	525/60
Holquin		CP Circuito CMQ	193.25	197.75	525/60
Holquin		CP Radiotelevision Nacional, S.A.	205.25	209.75	525/60
Matanzas	CMGQ-TV	Circuito CMQ	187.25	191.75	525/60
Santa Clara	CMNQ-TV	CP Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	CMHQ-TV	Circuito CMQ	77.25	81.75	525/60
Santa Clara		CP Circuito CMQ	181.25	185.75	525/60
Santiago de Cuba	CMKU-TV	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
Guadaluajara		CP Emilio Azcarraga	193.25	197.75	525/60
Guadaluajara		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	XEA-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		CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP	199.25	203.75	525/60
Mexico City	XEQ-TV	Emilio Azcarraga	187.25	191.75	525/60
Mexico City	XEW-TV	Cadena Radiodifusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	XHGC-TV	Guillermo Gonzalez Camarena	77.25	81.75	525/60
Mexico City	XHTA	Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City		CP University of Mexico	211.25	215.75	525/60
Monterrey	XHNL	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.	193.25	197.75	525/60
Nuevo Laredo	XHNL	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa		CP Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa		CP	83.25	87.75	525/60
Reynosa		CP Emilio Azcarraga	205.25	209.75	525/60
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
-- AUSTRIA --					
Vienna		Government	175.25	180.75	625/25
Linz		Government	182.25	187.75	625/25
Graz		Government	189.25	191.75	625/25
Salzburg		Government	196.25	201.75	625/25
-- ARGENTINA --					
Buenos Aires	LR-3-TV	Radio Belgrano y Primera Cadena Argentina de Broadcasting	175.25	179.75	625/50
Buenos Aires	LR-1-TV	CP Radio El Mundo	77.25	81.75	625/50
-- BELGIUM --					
Brussels		Inst. National du Radio Communication	196.25	201.75	625/50
Antwerp		Institute Nat. du Radio Communications	182.25	187.75	819/25
Brussels		Inst. National du Radio Communication	210.25	215.75	819/50
Liege		Institute Nat. du Radio Communications	55.25	60.75	819/25
-- BRAZIL --					
Belo Horizonte	PRH-6-TV	CP Emissores 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	Emissores 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 Emissores 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. Culturas Voz de Espaco	199.25	203.75	625/60
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	625/60
-- BULGARIA --					
Sofia		Government	59.25	65.75	625/25

IAAB Details Television-Radio Activities

By
JULIO MENADIER

Director General
Inter-American Assn.
of Broadcasters

THE Inter-American Association of Broadcasters, whose seat at present is Santiago, Chile, is about to complete ten years of work. It gathers together practically all the associations of the American countries which in their turn congregate most of the radio and television stations of their countries. This means the representation of over 3,000 radio stations and 400 television stations united around the same ideals and objectives.



Fundamentally the IAAB upholds the principle that private radio broadcasting is based on free enterprise, on the system of free and loyal competition, on private initiative and on freedom for the legitimate exercise of their activities. It is, therefore, the most powerful and effective stronghold against government interference with radio and television. Also, it is the best check to avoid the establishment of any policy not in accordance with the democratic ideals or the free and democratic broadcasting system prevailing on our continent.

Among the achievements of our institution are:

It was the first to denounce publicly and officially—the attachment of the radio stations of Argentine by the government.

It promoted the organization of National Broadcasting Associations in Guatemala, El Salvador, Honduras and Paraguay.

It gave the fundamental bases for a common legislation of broadcasting in the Americas.



It operates in close cooperation with the United Nations, the UNESCO, the Organization of American States and the Inter-American Union of Telecommunications. It has received from the U.N. the status of non-governmental consultant organization.

In 1948 it successfully officiated the petition to the Puerto Rican government for a non-commercial policy in their official radio station.

In the same year it obtained for Guatemala the resumption of the radio broadcasts through station "The Voice of Guatemala."

It has distributed scholarships from the Lincoln Institute of New York and the North-

westerns Radio and Television School among the personnel of broadcasting stations. Some of the grantees have already completed their technical studies on broadcasting, and others are doing so at present.

In collaboration with the NARTB it obtained the revocation of the decision of the Organizing Committees for the 1954 football competition to collect dues from the stations for broadcasting the football games.

It sent a mission to Guatemala to confer with their President, who promised a legislation for the radio, and the abolishment of commercial ads in the official broadcastings.



It sent a mission to Bolivia to ask the authorities for better working conditions for the radio stations and to promote the reorganization of their National Broadcasting Association.

At the last convention it proclaimed a Declaration of Ethical Principles, which apart from being of extraordinary value in itself, will serve as the basis for the Code of Ethics of each National Association.

It requested and obtained recently from His Excellency, Pedro Aramburu, Provisional President of the Argentine Republic, the declaration that the radio stations of that country could be run by private concerns working under a system of absolute liberty.

This is only part of what the IAAB has achieved through constant efforts as shown throughout the bulk of correspondence addressed mainly to the President and high officials of the different countries and to the executives of the National Broadcasting Associations among whom the IAAB steadily keeps exalting the right principles and striving for their respectful observance. We can safely say, with the certainty acquired through actual facts and the experience of years, that the IAAB is in itself a symbol for the protection of rights and that it contributes powerfully to the fact that thousands of men in America may work at ease and with the necessary freedom, in broadcasting activities.



As to the immediate projects which the IAAB has in mind, besides others related with the exchange of programs, the establishment of uniform types of fees throughout the continent and the improvement of equipments, we can mention these:

To cooperate with the governments of the various countries in order to pass a law setting norms for the broadcasting activities, so as to insure that the necessary intervention may not be subject exclusively to the opinions of officials or to changing circumstances.

To promote the award of scholarships for the improvement of the technical personnel of the various specialties on radio and similar branches.



Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Visual	Freq. Aural	
— COLOMBIA —					
Bogota	HJKN-TV	Televisora Nacional (Govt.)	175.25	179.75	525 60
Manizales		Government—Channel 10			525 30
Medellin		Government—Channel 10			525 30
— (ZECHOSLOVAKIA) —					
Prague (Exp.)		Government	19.75	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
— FINLAND —					
Helsinki		TV Club of Helsinki	203.25	208.75	625 25
— FRANCE —					
Lille		Radiodiffusion-Television Francais	185.25	171.1	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		Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille	CP	Radiodiffusion-Television Francais	51.5	50.0	819/50
Metz	RDF		173.1	162.25	819 25
Nancyville	RDF		177.15	188.3	819 25
Paris		Radiodiffusion-Television Francais	16.0	42.0	141/50
Paris		Radiodiffusion-Television Francais	185.25	171.1	819/50
Reims	RDF		161	175.15	819 25
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
Berlin		Government	11.75	18.25	625 25
Brucken		Government	169.25	175.75	625 25
Chemnitz		Government	201.25	207.75	625 25
Dresden		Government	115.25	151.75	625/50
Leipzig		Government	59.25	65.75	625/50
Inselberg		Government	185.25	191.75	625 25
Rostock		Government	153.25	159.75	625 25
— GERMANY, WEST —					
Aalen		Sueddeutscher Rundfunk	196.25	201.75	625 25
Baden Baden		Southwest Radio	189.25	191.75	625/50
Berlin (West Sector)		Northwest German Radio	182.25	187.75	625/50
(Exp.)					
Biedenkopf		Hessischer Rundfunk	175.25	180.75	625 25
Bonn		Northwest German Radio			625/50
Bremen		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	191.75	625/50
Harz		Northwestdeutscher Rundfunk	201.260	215.760	625 25
Hamburg		Northwest German Radio	182.25	187.75	625/50
Hannover		Northwest German Radio	196.25	201.75	625/50
Hoher Meissner		Hessischer Rundfunk	189.25	191.75	625 25
Hornisgrunde		Southwestfunk	203.260	208.760	625 25
Kaiser Lautern		Southwest Radio	189.25	191.75	625/50
Kiel		Northwestdeutscher Rundfunk	217.25	222.75	625 25
Koln		Northwestdeutscher Rundfunk	217.23	222.739	625 25
Kreuzberg		Bayerischer Rundfunk	55.26	60.76	625 25
Koblenz		Northwest German Radio	182.25	187.75	625/50
Langenbourg		Northwest German Radio	189.25	197.75	625/50
Munich	CP	Bavarian Radio	48.25	53.75	625/50
Nurnberg		Bayerischer Rundfunk	182.25	187.75	625 25
Raichberg		Southwestfunk	62.23	67.73	625 25
Taufelberger Wald		Northwest, Rundfunk	217.26	222.76	625 25
Wentelstein		Bayerischer Rundfunk	210.26	215.76	625 25
Stuttgart		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	191.75	625/50
— GREAT BRITAIN —					
Aberdeen (Redmoos)		British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)		British Broadcasting Corp.	15.0	11.5	405/50
Birmingham (Sutton-Cildfield)		British Broadcasting Corp.	61.75	58.25	405/50
Brighton		British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)		British Broadcasting Corp.	66.75	63.25	405/50
Central Scotland	BBC		56.75	53.25	105 25
Channel Isles	BBC		61.75	58.25	105 25
Divis (Northern Ireland)	CP	British Broadcasting Corp.	45.0	41.5	405/50
Douglas (Isle of Man)		British Broadcasting Corp.	66.75	63.25	405/50
Ednburg (Kirk O'Shootts)		British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)		British Broadcasting Corp.	15.0	11.5	405/50
London	ITA		191.75	191.25	105 25
Manchester (Holme-Moss)		British Broadcasting Corp.	51.75	48.25	405/50
Midlands		Belling & Lee	189.75	186.25	405 25
Norwich	BBC		56.75	53.25	405 25
Plymouth	BBC		51.75	48.25	105 25

Location	Call Letters	Licensee or Grantee	Mc. Carrier Freq.		Lines/Pix and Fields/Sec
			Visual	Aural	
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
Guatemala City		— GUATEMALA — Government—Channel 8			
Alessandria (Piedmont) (Exp.)	CP	— ITALY — 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. Portofino)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia		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
Naples	RAI		62.25	67.75	625/25
Trento	RAI		201.25	206.75	625/25
Rome (Mt. Mario)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Ercmo)		Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Nagoya	JOCK-TV	— JAPAN — 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	JOKE-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	103.25	107.75	525/60
Amsterdam (Utrecht-Loplk)		— NETHERLANDS — Nederlands Radio Union & Tv. Foundation			
Eindhoven (N. Brabant) (Exp.)	PAB-2	of Hilversum	62.25	67.75	625/50
Eindhoven	PAB-3	Philips, Ltd.	175.25	180.75	625/50
Kootwijk	PAB-4	P.T. & T. Adm.	63.25	67.75	625/50
Oslo (Exp.)		P.T. & T. Adm.	41.25	46.75	625/50
Manila	DZAQ-TV	— NORWAY — Norwegian State Restg. System	62.75	67.75	
Warsaw		— PHILIPPINE ISLANDS — Alto Sales & Management Corp.	61.25	65.75	525/60
Lodz	CP	— POLAND — Communications Inst.	89.25	94.75	625/60
Madrid (Exp.)		Communications Inst.			625/60
Stockholm (Exp.)		— SPAIN — Radiodifusion Nacional	55.25	60.75	625/50
Stockholm (Exp.)		— SWEDEN — Royal Inst. of Technology	62.25	67.75	625/50
Basel (Exp. Booster)		Royal Inst. of Technology	175.25	180.75	625/50
Berne		— SWITZERLAND — Swiss General Post Office	55.25	60.75	625/50
Geneva		Government	18.25	53.75	625/25
Zurich (Uctliberg)		Government	62.25	67.75	625/25
Bangkok (Exp.)		Swiss General Post Office	55.25	60.75	625/50
Bangkok	CP	— THAILAND — Chulalongkorn University		(174 - 217)	625/50
Istanbul (Exp.)		Public Information Dept.	62.25	67.75	625/50
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V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'l. Sls.....John Burns
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Ad. & Promotion Mgr.....Lee Francis
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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, Douglas Fairbanks Jr. Presents; Sheena, of the Jungle; Herald Playhouse; Three Musketeers.

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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.

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588 Fifth Ave., New York 36, N. Y.

Phone: PL 7-0744

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Phone: PLaza 7-2265

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Services Offered: 16, 35 mm. films for television rental.

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Owner.....John Adaskin
Services Offered—Distributors of features.

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535 Fifth Ave., N. Y., N. Y.

Phone: MURray Hill 7-1881

President.....Paul Adler
Services Offered—Producers of Film Spot Commercials.

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V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Services Offered—Producer of films in series form for TV.

Alesander Film Co.

Alesander Film Bldg., Colorado Springs
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N. Y. Phone: PENnsylvania 6-3028

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Production Manager.....James Anderson
Television Sales Mgr.....Earl Austin
Sales Promotion Mgr.....W. A. Hillhouse
Dir. of Advertising & Pub.

Relations.....Robert Geddy, Jr.

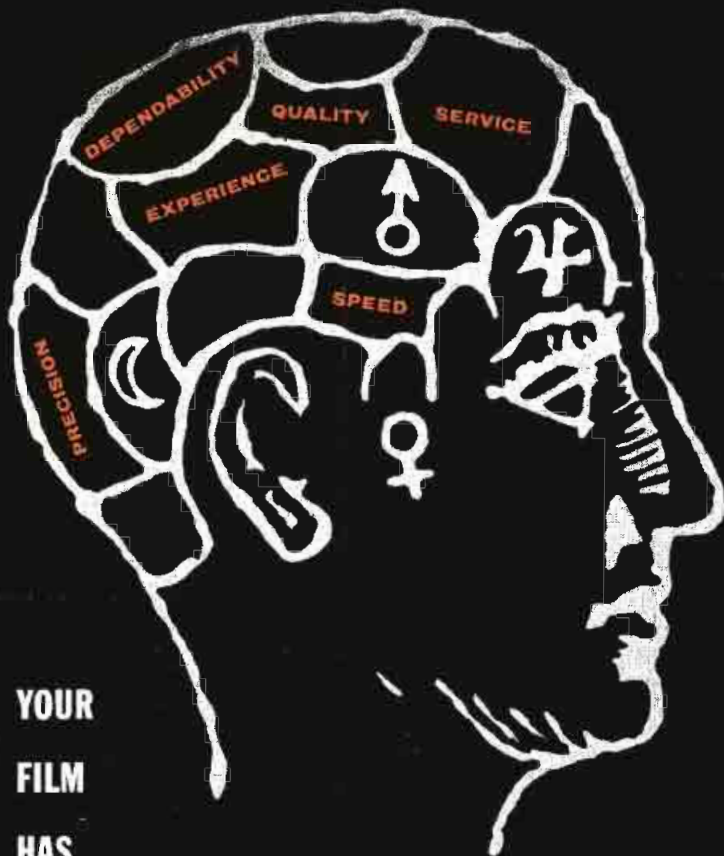
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 Phone: Oldfield 4-2800

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 Production Supervisor..... Joe D. Brown
 Film Editor..... Walter Hannemann A.C.E.
 Camera..... Floyd Crosby A.S.C.
Services Offered—39 half-hour films, TV Reader's Digest.

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Services Offered—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

All-Scope Pictures, Inc.

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 Animation Director.....Daniel McManus
Services Offered—Facilities for production of TV commercials and long, special-purpose films, educational, public relations, sales promotion, in color or black and white, animation or live action.

Productions — Safe Driving in Bad Weather, USAF Training Film; TV commercials for Sunnybank Margarine; Kraft Foods Co.; Chets Frozen Foods; Duchess Salad Dressing; Good Wrinkles, and Fortune in Two Old Trunks, educational film for Sun-sweet Prunes.

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200 West 57th St., New York 19, N. Y.
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 Vice-PresidentMichael Hyams
 Legal Dept.....David Kallman
 SecretaryGloria Harden
Services Offered—New feature films for television including Case Histories of Scotland Yard; other half hour series in production.

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Executive Producers.....Robert Gross, Lawrence A. Glesnes
 Production Control....Sheldon Abromowitz
 Editorial Chief.....Frank Madden
 Animation Chief.....Samuel B. Novo
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.

Productions — Ground Air Aids to Air Navigation; Sage; The Making of a West Pointer; TV commercials for Army, Bendix, Tea Council, Toni, Duff's Cake Mix, Bordens.

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7324 Santa Monica Blvd., Hollywood 46, Cal.
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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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112 West 44th St., New York 36, N. Y.
 Phone: PLaza 7-4162

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 Vice-Pres.Barbara Anderson
 Production Supervisor.....Mike Wheeler
Services Offered—Motion Picture Production and editing services; theatrical, commercial, television facilities for three-camera filming and editing.

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1600 Broadway, New York, N. Y.
 Phone: CO 5-2942-3

PresidentAl Stahl
 Art Department.....Tony Garcia
 DirectorJack Weisburg
 Production Manager.....Gerard Pick
 Mgr., Industrial Films.....Don Lang
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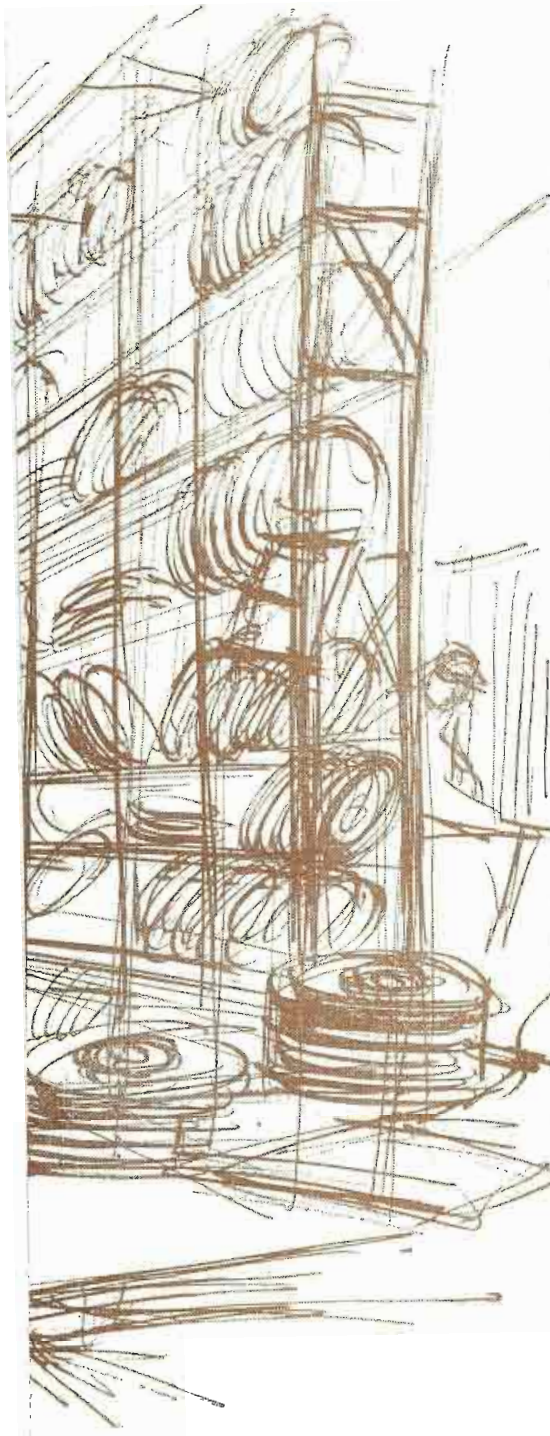
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Distributors of Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, Range Rider, San Francisco Beat, The Whistler, Red Ryder and Newsfilm—a product of CBS News.



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Hawkeye, The Last of the Mohicans
New York Confidential
One False Step

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360 North Michigan Avenue, Chicago
5746 Sunset Boulevard, Hollywood

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President

Edward Small
Chairman

Michael M. Sillerman
Executive Vice-President

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

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Art Director.....William Steinel
Administration.....Muriel Friedman
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

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Vice-Pres.Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Arrow Productions, Inc.

See Listing For
Television Programs of America, Inc.

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TEexas 07619

Producer.....Ed Beloin
Prod. Exec., Bus. Mgr.....Burt I. Harris
Associate Producer-Dir.....Richard Bare
Productions—Film series "So This Is Hollywood" starring Mitzi Green and Virginia Gibson.

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347

814 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882

709 Fox Bldg., Detroit, Mich.
Phone: WOODward 1-3979

President.....Jerome Hyams
Vice President.....Bob Seidelman
Treasurer.....Louis Goldstein
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Artists Productions

9125 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllwood 2-0727

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Director of Operations.....Norton Locke
Director of Engineer.....Harold W. Jury
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Vice President.....Kenneth Hyman
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(* Thru Leo Burnett Company)

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TV FILM BUYER'S GUIDE

Check Here	Program Title	Length	Number Available	Description
	Confidential File	½-hr.	39	Paul Coates' new and exciting presentation of dramatized journalism . . . behind-the-scenes reports on vital problems. The show all America is talking about!
	I Spy	½-hr.	39	Raymond Massey brings you true and exciting stories behind history's most famous spies.
	Molly (The Goldbergs)	½-hr.	39	The Goldbergs have moved to a small town, and a new series of heart-warming adventures.
	Liberace Show	½-hr.	117	TV's most widely acclaimed musical series for third consecutive year.
	Life With Elizabeth	½-hr.	65	Each show contains three hilarious incidents starring delightful Betty White.
	Joe Palooka	½-hr.	26	The whole family will love the "Champ's" adventures. Thrills, action and viewer-impact!
	Frankie Laine Show	½-hr. or ¼-hr.	39	It's Mr. Rhythm himself . . . with vivacious Connie Haines in his own fast-moving musical revue.
	Florian Zabach Show	½-hr.	39	The thrilling music and vibrant personality of Florian ZaBach. Lavishly produced.
	Conrad Nagel Theatre	½-hr.	26	A prestige dramatic anthology series with Conrad Nagel as host.
	It's Fun To Reduce	¼-hr.	65	Margaret Firth shows how easy it is to reduce with a series of carefully coordinated exercises.
	Popcorn Theatre	1-hr.	39	Poppo The Clown brings youngsters 60 minutes of fun, magic tricks, jokes and old-time movies.

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Foreign Sls. Mgr.....Norman Katz
Services Offered—Production and distribution of TV, theatrical and non-theatrical film.

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(Division of Muzak Corp.)
 229 Fourth Ave., New York 3, N. Y.
 Phone: ORchard 4-7400

V.P., Gen. Mgr....Edward Hochhauser, 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.

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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 Finehout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 200 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., La Grange, Ill., San Francisco and Dallas.

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Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-1287

President.....Robert M. Savini
 Vice-Pres.....David A. Bader
 Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit.

Services Offered—Producer and distributor of features and westerns.

●
Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
 Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom..Frederick K. Barber
 V.P. & Dir. of TV.....Norman C. Lindquist
 V.P., Prod. Mgr.....Albert S. Bradish
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

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Atlas Television Corp.

15 West 44th St., New York 36, N. Y.
 Phone: MU 7-5535

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 V.P.....Robert B. Brown
 Sls. Prom. Dir.....Maryellen Anderson
 Eastern Sls.....George P. Turner, Jr.
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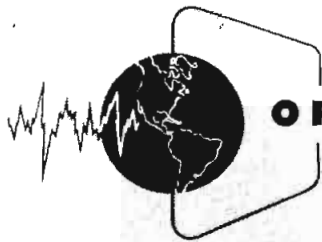
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TROUBLE WITH FATHER
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Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

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Phone: EX 2-4949

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Production Mgr.....Milton Cohen
Film Ed. (Supr.).....Robert Harris

Services Offered—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, two stages 50 x 60—50 x 100, street level.

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PresidentHerbert Rosen
Services Offered—Library of mood and bridge music.

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Phone: CLifford 1-5211

PresidentArthur Gottlieb
Managing Dir.....David Coplan
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630 Ninth Ave., New York 36, N. Y.
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Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney
TV Director.....Harold R. Lipman

Services Offered—Producer of TV commercials and sponsored short subjects.

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Phone: WIsconsin 7-6650

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Services Offered—Producers, distributors of film series.

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SINCE YOU WENT AWAY
starring CLAUDETTE COLBERT
JENNIFER JONES • JOSEPH COTTEN
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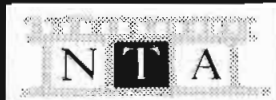
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ETHEL BARRYMORE
THE FARMER'S DAUGHTER
with CHARLES BICKFORD
A DORE SCHARY PRODUCTION
Directed by H. C. POTTER
A SELZNICK RELEASE



LESLIE HOWARD • INGRID BERGMAN
in **INTERMEZZO**
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starring GINGER ROGERS
JOSEPH COTTEN • SHIRLEY TEMPLE
Produced by Dore Schary



JENNIFER JONES • JOSEPH COTTEN
ETHEL BARRYMORE
in **PORTRAIT OF JENNIE**
with Lillian GISH • Cecil KELLAWAY • David W. BARKER
Produced by DAVID O. SELZNICK

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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.

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

Phone: Circle 5-6080

President.....William Barnett
 V.P., Sec'y.....Norman Barnett
 Treas.....Alan Barnett
Services Offered: International film forwarders, packers and custom brokers.

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667 Madison Ave., New York 21, New York

Phone: TEmpleton 2-8600

President.....Jack Barry
 Vice-President.....Dan Enright
 Production Manager.....Mike Oppenheimer
 Program Development.....Robert Noah
 Merchandising Manager.....Fred Stetner
 Art Director.....Norman Mazin
Services Offered—Creating and producing

for radio and TV-transcriptions, live programs, and films.

Productions—Winky Dinky and You; Life Begins at 80; Oh-Baby; Juvenile Jury.

Basch Radio & Television Productions

(See Program Producers.)

Beacon Television Features Inc.

118 Newbury St., Boston 16, Mass.

Phone: Commonwealth 6-6881

President.....J. Leonard Sanderson
 Treasurer.....Barbara G. Keane
Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc. Film program producers of fishing and outdoor shows.

Bengal Pictures

3833 Brunswick, Los Angeles 39, Calif.

Phone: NORmandy 2-7808

Prodncer & Director.....Phil E. Cantonwine
 Associate Producer.....Sam Leon
 Sound.....Dale Knight
 Editor.....Dick Alexander,
 Bob Derteano
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Lucky Strike Theatre

1949

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Trouble With Father (Stu Erwin)

1950

Amos 'n' Andy
Racket Squad
Beulah
Abbott & Costello Show

1951

Mystery Theater
I Am the Law
Rocky Jones, Space Ranger
Duffy's Tavern

1952-53

My Little Margie
*Life of Riley
Crown Theater
Waterfront
International Police

1954

*It's a Great Life
Where Were You (Ken Murray)
Public Defender
So This Is Hollywood
Passport to Danger

1955

*You Are There
*The Great Gildersleeve
Frontier
*Screen Directors Playhouse
*The Stories of John Nesbitt
(Network premiere in April, '56)

1956

*"Code 3"

and in preparation . . .

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3 Comedy Series

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Chief Editor..... Robert Jacques
Services Offered — Writing, production, and editing of TV commercials industrial, and feature films.

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Phone: BE 3-8275

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Technical Director..... Dr. Lucille Emerick
Production Supervisor..... Sydney Parker
Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.
Productions—“The Adventures of Blinkey.”

Fritz Blocki Productions

7266 1/4 Fountain Ave., Hollywood 46, Calif.
Producer Fritz Blocki
Services Offered — Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUDson 6-1030

President..... Chester M. Ross
V.P. in Chg. of Oper..... Emanuel Kandel
Gen. Sales Mgr..... Wade Barnes

Branch Offices

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V.P., chg. of Operations.... Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.
Manager Joseph Rategan
2024 Jackson St., Dallas, Texas
Manager Ronald Martin
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729 Seventh Ave., New York 19, N. Y.
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Vice-Pres. and Prod. Mgr..... Paul A. Bray
Treasurer M. Bray
Animation Director..... Max Fleisber
Film Distribution Mgr..... B. D. Hess
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Assistant..... Mrs. Beatrice Steinberg

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Exec. Aide to Pres.... L. W. (Ace) Herman
Vice Pres. & Sec..... Edward J. Kaye
Treasurer A. R. Nunes
Story Ed tor..... Pat Betz
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 — Films Division (Agency of the British Government)

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Director Charles Dand
Distribution Mgr..... Lester Schoenfeld
Radio Officer..... Jack Aistrop
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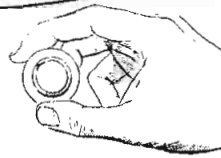
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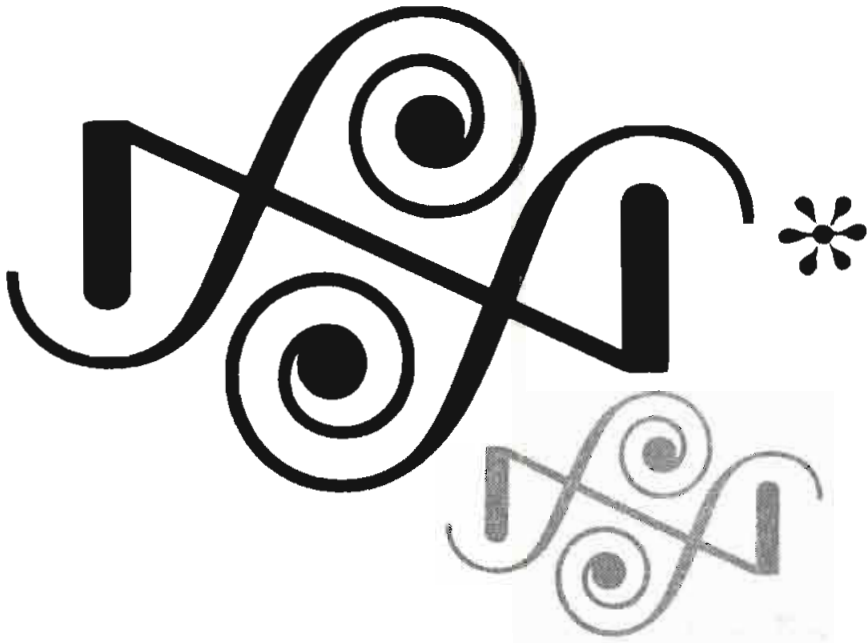
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 Sales Manager.....Wilbur S. Edwards
 Prom. Mdsg. Mgr.....Walter A. Scanlon
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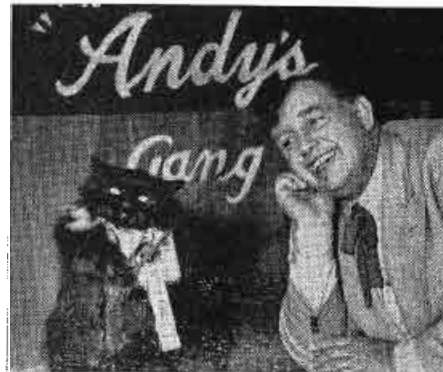
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GAIL DAVIS
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Services Offered—Producer of TV films and commercials; industrial and educational films; dubbing in U. S. and Europe.

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President.....Louis Cavrell
SecretaryOtis Cavrell
TreasurerIra Cavrell

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Productions—Marita Bread, Roy Doty and Chase National Bank shows, Heinz 57, Bea, Standard Oil.

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1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOLLYWOOD 3-5106

ProducerJack Chertok
Assoc. Prod., Prod. Mgr.....Harry Poppe
Art Director.....Howard Campbell
Casting Director.....Ruth Bureh
CameramanRobert Pittack

Services Offered—Series and commercials.
Productions — “Private Secretary,” “Cavalcade of America,” and “Lone Ranger.”

Cheryl TV Corp.

630 Ninth Ave., N. Y. 36, N. Y.
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Sound Department.....Herbert C. Bloom
Set Design.....James Pratt
SalesPhillip Feld

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Services Offered — Westerns, features, shorts.

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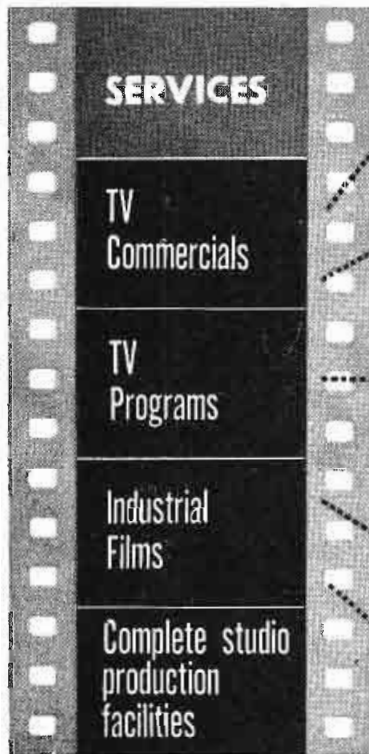
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Phone: SC 3-3963

PresidentGeorge L. George
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6325 Santa Monica Blvd., Hollywood 38, Calif.

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Associate Prod.....Jesse Davis
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Secretary.....David M. Stillman
Laboratory Supt.....Joseph M. David
Production Manager.....Fred G. Todaro
Sales Manager.....Emmet R. Salzberg
Service Manager.....J. T. Baker

Services Offered—Developing and printing of B & W and color film.

Productions—Douglas Fairbanks, Jr., Presents; My Little Margie; Foreign Intrigue.

Clairmont Films

2122 No. Highland Ave., Hollywood 28, Calif.
Phone: NO 2-4732, WY 1491

Owner.....Leonard Clairmont
Secretary.....Ingrid Hult

Services Offered—Complete production for industry television, churches and educational institutions, commercial TV spots and travel films.

Productions—Polynesian Holiday.

Color Service, Inc.

115 W. 45th St., New York 36, N. Y.

Phone: JU 6-0853

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.

Phone: CRestview 1-7106

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator.....Eleanor 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 distributors.

Conne-Stephens Productions, Inc.

General Service Studios

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Owner Frank 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.
Current Prods. — First Nighter; Inside U. S. A.

Cornell Films, Inc.

1501 Broadway, New York 36, N. Y.
 Phone: WIconsin 7-6650

President..... J. Milton Salzburg
 V.P., Sales Mgr..... David B. Dash
Services Offered—Producers and distributors of motion picture films for TV.

Coronet Instructional Films

65 E. South Water St., Chicago 1, Ill.
 Phone: DEarborn 2-7676

President John Smart
 Executive Vice-Pres..... A. L. Blinder
 Vice-Pres. Production..... J. M. Abraham
 Director of Distribution..... E. C. Dent
 Sales Manager..... E. N. Nelsen
Services Offered—600 films for family audiences, in black and white or color.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 2-4448

President Tom Corradine
 Vice President..... Kyle C. Thomas
 Sales Mgr..... Haan Tyler
 Secretary Marion Wrenn
Services Offered—Service Television stations and agencies with all types of film westerns, half hour and fifteen minute shows programming. Library includes: Features, produced especially for TV.

Jerry Courneya Productions, Inc.

633 No. Almond Dr., West Hollywood 46, Cal.
 Phone: CRestview 4-5621

President Jerry Courneya
 Production Supervisor..... Igor Kantor
 Sales Manager..... John Thompson
Services Offered—Producers and distributors of films, 2nd unit photography, stock footage library.
Productions — Two hour live and film water show. 52 in series.

Clayton W. Cousens Productions Inc.

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 Director.....Ralph Porter
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 Head Cameraman.....Vachel Blair
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.

Creativision

1780 Broadway, New York 19, New York
 Phone: Circle 5-4830

President.....Victor Kayfetz
 Director of Sales.....Douglas Baker
 Art Director.....Abe Blashko
 Animation Supervisor.....Robert Cooke
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

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.

Crossroads TV Productions,

1121 South Glenstone Ave., Springfield, Mo.
 Phone: 2-4422

Vice-Pres., Mgr.....E. E. Simon, Jr.,
 J. B. Mahaffey
Services Offered—Packages, productions.
Productions—Ozark Jubilee.

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
 Phone: PLaza 7-5130

President.....Melvin 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 8-2243, Calif. CH 4-5935
 Producer, N. Y.....Shamus Culhane
 Producer, Hollywood.....William Hurtz
 Director.....Irwin Wallman
 Casting.....Maxline Marx
Services Offered—Animated and live action TV spots and industrial films.
Productions—Phillies Cigars; U. S. Air Force; Quaker Puffed Wheat and Rice; Vitalis, GE, Noxzema, Jergens Lotion.

ROGERS & COWAN

Public Relations

Beverly Hills

New York

Cummings Productions

39 W. 53rd St., N. Y., N. Y.
Phone: PL 7-6452

President.....R. W. Cummings
Sales Director.....D. E. Fellows
Production Manager.....Clyde Sechler
Business Manager.....David Shay
Services Offered—Creation and Production of commercials, TV and radio. Production of industrial shows.

Gordon M. Day Prods.

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Director, Producer.....Carol Bulkley
Production Mgr.....Edith Adelson
Treas.....Leo Reich
Services Offered—TV-radio consultants, writers-producers of jingle, spot, and film packages.

D & R Television Film Co.

12 East 57th St., N. Y., N. Y.
Phone: PLaza 3-7920

Executive Producer.....Wm. R. Deering
Gen. Mgr., Gen. Sls. Mgr.....R. H. Rubin
Special Partner.....J. R. Rubin
Services Offered—Producers of TV programs on films.

D. P. M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: MU 2-0040

President.....Maurice T. Groen
Vice-Presidents.....E. Fischel;
R. Groen

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: Rlutenhouse 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 9-2195

President.....Emanuel H. Demby
Vice-President.....Harry Meltzer
Secretary-Treasurer.....Mildred Demby
Dramatic Scripts.....Betty Jeffries
Research.....Dr. S. Levine
Story Editor.....Al Marshack
Services Offered—TV live and film production; theatrical release, public relations; affiliated with Motivation Research Associates for study of audience preferences.
Productions—“Hollywood to Broadway” (film series), Half the World’s A Bride; Al-tred E. Smith Story; Witch On Wheels.

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productions

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PLaza 7-2857-2687-2688

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782 Commonwealth Ave., Boston 15, Mass.
Phone: BEacon 2-5722

Owner.....Joseph Dephoure
Services Offered—Motion picture production, 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
Exec. V.P.....Jack R. von Maur
Vice President.....Charles S. Hans
Gen. Production Mgr.....Carl V. Ragsdale

Services Offered—All types visual media—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.

Louis deRochemont Associates

380 Madison Ave., N. Y. 17, N. Y.
Phone: OXFord 7-0350

President.....F. Borden Mace
Services Offered—Production and distribution of films on order.

Desilu Productions, Inc.

Business Office:

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLLYwood 9-5981

PresidentDesi Arnaz
Vice-PresidentLucille Ball
Exec. V.P.....Martin Leeds
Vice President.....Argyle Nelson
Vice President.....Andrew G. Hickox
Exec. Prod.....Samuel Marx
TreasurerEdwin E. Holly
PublicityKen Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Productions—"I Love Lucy," "December Bride"; technical producers of "Make Room for Daddy," "It's Always Jan," "Our Miss Brooks," "The Lineup," "Wyatt Earp," "My Favorite Husband," "Forever, Darling," Zanra production for MGM.

Walt Disney Studio

2400 W. Alameda Ave., Burbank, Calif.
Phone: Cal.:TH 2-6131; N. Y.: PL 9-3880
Chairman of Board.....Walt Disney
PresidentRoy Disney
TreasurerPaul L. Pease
Studio Prod. Mgr.....W. H. Anderson
Adv., Publicity Head.....Card Walker

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Circle 6-5100

Jack Douglas Productions

c/o Centaur Studios, 7657 Melrose Ave.
Hollywood, Calif.
Phone: HO 4-7574

Producer-Director Jack Douglas
Camera Bill Morrison
Services Offered—52 half-hour documentary films for distribution.

Productions — "I Search for Adventure."
"Kingdom of The Sen," "Golden Boy."

●
**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 Blvd., Beverly Hills, Calif.
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

President Carl Dudley
Exec. Vice-Pres..... Don McNamara

●
Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President Nathan Zucker
Exec. Prod..... Lester R. Bobker
Film Dist. Dir..... Helen R. Kristt
Editorial Chief..... Irving Oshman

Production Mgr..... Sol S. Feurman
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," "A Place To Live," "Operalogs," "Young Audiences," "Writers of Today," "Let's Have Music," "Roses & Champagne."

●
East Coast Television, Inc.

157 E. 69th St., New York, N. Y.
Phone: RE 7-9200

President John Gilmour
Exec. Vice-Pres..... W. Huston, E. R. Baker
Treas., Prod. Mgr..... Ben Kranz
Services Offered—TV films for commercials, industrials, sales, etc.

Productions—"Pall Mall," "Molsums Ale," RCA.

●
Easton Films Inc.

334 East 74th St., New York, N. Y.
Phone: TR 9-4830

President Theodore Bennahum
Vice-Pres..... Ralph Elan
Sec. and Treas..... Sidney Estridge

Services Offered—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients' office, very high ceilings.

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16 East 40th Street
New York 16, N. Y.

MUrray Hill 4-1705

**Educational Films Corp.
Of America**

1501 Broadway, New York 36, N. Y.
Phone: PEEnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
Vice-Pres.....Bernard J. Prockter
Treasurer.....John Prockter
Secretary.....L. Loweninthan
Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Dougfair 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.

Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.

President.....Raphael Elan
Exec. V.P., Production.....Ralph Porter
Services Offered—Producers of film commercials, series; animation.

Peter Elgar Productions, Inc.

18 E. 53rd St., New York, N. Y.
Phone: MU 8-5626

President.....Peter Elgar
Vice Pres.....Julius Edelman
Sec'y-Treas.....Jessie B. Anderson
Services Offered—Producers of industrials, documentaries and films for television.

Productions—Half-hour color films: "Beer 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: Cheer; Gulf Oil Co.; A. T. & T.; Dromedary Cake Mixes; La Rosa Spaghetti; Domino Sugar; Beechnut Gum; Burmil Stockings; Remington Shavers.

Elliot-Unger-Elliot

414 West 54th St., New York 19, N. Y.
Phone: JUDson 6-5582

President.....Stephen Elliot
V.P.....William H. Unger
Treasurer.....Michael Elliot
Controller.....William 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.

Current Productions — Eastman Kodak, Tide, Scott Paper, Ivory, Brillo, Campbell

TR7-7600

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Empire Production Corp.

480 Lexington Ave., New York, N. Y.
Phone: PL 9-4500

President Arthur Lubo
Vice President..... Fred De Jaeger
Sec'y-Treas..... Helen D. Kelleher
Gen. Oper. Mgr..... William Reilly
Asst. Exec..... David Lion

Services Offered—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

Robert J. Enders, Inc.

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

President..... Robert J. Enders
Exec. Vice-President Howard A. Enders
Vice-Pres. Sls..... Ray Hill

V.P. & Exec. Prod..... Robert L. Friend
General Manager..... Gus Eisenman
Director of Scripts..... Grace Waldman
Coordinator Mimi Griffin
Production Mgr..... Stanley Bass

Services Offered—Producers of motion pictures 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); Escape Route; Bombproof; Tomorrow-Today (series); The Daily News Story.

Endorsements, Inc. (TV)

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0320

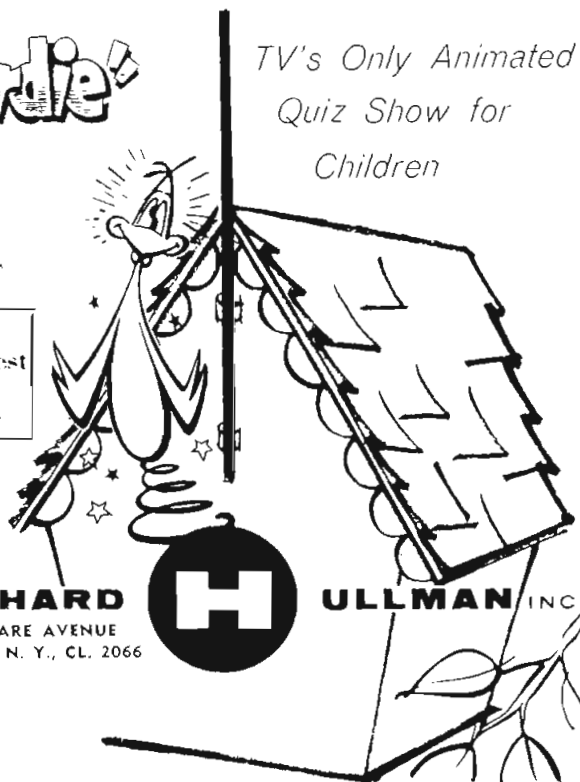
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Vice-Pres. Dr. Harold S. Wadro
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Services Offered—Endorsements and testimonials live and film for TV.

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President.....General Juan F. Azcarate
Rep. to Adv. Agencies.....Jesus Nieto M.
SecretarySrita. Blanca Martinez
Services Offered—Production, distribution
and exhibition of weekly theatre reels, min-
ute films and commercial spots.

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: CIrcle 5-6157

PresidentWalter Bibb
Services Offered—Distribute various fea-
tures 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.....Samuel Greller
Chief Booker.....Monty Raphaelson
Services Offered—Motion picture films for
TV, feature and half hour length.

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.

Family Theatre

7201 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLlywood 2-1317

Pres.-Prod.....Father Patrick Peyton, C.S.C.
Vice-Pres.Jerome Lawyer
Sec.-Treas.....Father John T. Corr, C.S.C.
Assoc. Prod....Father Philip Higgins, C.S.C.
Services Offered—Complete TV film rent-
als.
Productions—15 half hour religious rent-
als.

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
Sales Mgr. (Hollywood).....John Forsyth
Sales Manager (N. Y.).....Edward Cullen
Studio Manager.....Robert Scrivner
Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of
films for television, including package pro-
grams, agency shows, spot announcements,
and special featurettes. Also commercial and
theatrical motion picture producers.

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 Vice President.....Fred Henry
Productions—"Liberace," "Life With Elizabeth," "The Betty White Show," "Millionaire," "Do You Trust Your Wife?"

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: HOLlywood 7-5111

President.....William (Buster) Collier
 Vice President.....Harry Joe Brown
 Secretary.....Louis L. Goldman
 Chairman Bd. of Dir.....Randolph Scott
Services Offered—Producers of Filmed TV shows.

Productions—"Crossroads."

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: CRestview 6-0847

40 E. 40 Street, New York 16, N. Y.

Phone: LEExington 2-2384

Owner-Producer.....Paul J. Fennell
 Technical Dir.....John E. Burke
 Business Manager.....Claudia Rinaldi
Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, safety series for Ford Motor

Co.: TV commercials include Campbell's Soup, Schmidt's Beer, Rice Krispies, U. S. Keds; U. S. Royal Master Tires; Mounds & Almond Joy.

Frank Ferrin Productions

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.

1327 S. Wabash Ave., Chicago 5, Ill.

Phone: HArrison 7-3395

President.....Irving Mack
 Treasurer.....Joe Mack
 Secretary.....Bernard Mack
 Prod. Manager.....Pat Cascio

Branch Office

344 W. 14th St., New York, N. Y.

Phone: PLaza 7-0900

TV Sales Manager.....Don Mack
 TV Production Mgr.....Jack Saperstein
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HOLlywood 2-6937

Phone: Hollywood 7-4255
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Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

Filmercraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
 Vice-PresidentCharles Straus
 Production Super.....Ferenz Fodor
 Supervising Ed.....Norman Colbert
 Film Distribution Mgr.....John Detra
 EditorBob Ford

Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.

Productions — Groucho Marx "You Bet Your Life," "The Mark Twain Theater."

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
 Phone: Hollywood 9-5800

ManagerCharles Leeds
Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television.

Film Images, Inc.

1860 Broadway, New York, N. Y.
 Phone: Circle 7-1877

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 Vice President.....Nicholas Bongard
 TreasurerHarry Bimberg

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
 Phone: HOllwood 9-8321

President.....Robert W. Stabler
 Vice-Pres.....Glenn N. Cook
 SecretaryClifford Enger
 TreasurerPatricia Tracey
Services Offered—Production all types TV Films.

Productions—"Gunsmoke."

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
 TreasurerHenry Pillichody
 Secretary.....William Rosenfeld
 Exec. Dir.Maurice T. Groen

Film Studios of Chicago

135 S. LaSalle St., Chicago, Ill.
 Phone: Central 6-8147

Gen. Sls. Mgr.....H. A. Spanuth
Services Offered — Producers, distributors of film shorts.

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Hollywood 38, California

Phone — HOLLYWOOD 2-7464

Film Vision Corp.

M. C. Pictures, Inc.
 1501 Broadway, N. Y., N. Y.
 Phone: LOngaere 3-6187
 Executive A.P. Jerome Balsam
 Services Offered - Distributors of features.

Fiore Films

128 Mallory Ave., Jersey City, N. J.
 Phone: HEnderson 2-1171
 Executive Director M. A. Fiore, Sr.
 Sound & Production A. A. Fiore, Sr.
 Photography Leo Lowenthal
 Distribution R. Burke
 Services Offered - 16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations, Sound slide films, Animation, TV commercials.
 Facilities - Complete 16 and 35 mm. film equipment.
 Current Productions - The Dolls In Your Life; The Window Beautiful; The Yearlon Story; Right Time For Toys; Teaching Your Child With Toys.
 Commercials - Friend-Reiss, Sardo by Sardo, Inc.; Custom Paint and Chemical Co.; Halogene; Watchung Lake.

Flamingo Films

509 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4800
 Partners Joseph Harris,
 James B. Harris, Sy Weintraub, David L. Walper
 Services Offered - Producers and distributors of television film.
 Current Productions - "Stars of the Grand Ole Opry," "Cowboy G-Men," "Beulah," "Flamingo Theatre," "Superman," "Wild Bill Hickok."

Flying A Productions

6920 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 9-1125
 Partners Mitchell J. Hamilburg,
 Gene Autry, Armand Schaefer
 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," "Arnie Oakley Show," "Range Rider Show," "Adventures of Champion," "Buffalo Bill, Jr."

Fortune Features, Inc.

1501 Broadway, New York, New York
 Phone: LOngaere 4-5592
 President Jules B. Weill
 Sales Manager Sam Geller
 Chief Booker Monty Raphaelson

AWARD WINNING SPORT PROGRAMS
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GENE SARAZEN • PAUL HAHN • JACKIE BURKE

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AWARD TELEVISION CORP.

1501 BROADWAY NEW YORK 36, N. Y.

Services Offered—Motion picture features for TV.

Fortune Merchandising Corp.

(Productions Division)

8435 Melrose Ave., Hollywood 46, Calif.

Phone: OLYMPIA 2-1000

PresidentLeonard Shane

Exec. V.P.....Maxim Konecky

Prod. Coordinator.....J. M. Lench

Services Offered—Television film commercials, tailor-made and syndicated to TV properties.

Foundation Films Corporation

Citizens Bank Building, Pasadena 1, Calif.

Phone: SYCAMORE 6-2649, RYAN 1-8121

Chairman of the Board.....John I. Bolen

Pres. & Gen. Mgr.....Richard D. Pearsall

Sec.-Treas.Eldon L. Eby

Four Star Productions, Inc.

RKO-Pathé Studios, 9336 W. Washington

Blvd., Culver City, Calif.

Culver City, Calif.

Phone: TE 0-2931

PresidentWilliam Cruikshank

Producers.....Warren Lewis, Dick Powell,

David Niven, Charles Boyer

Production Spvr.....Lloyd Richards

ProducerWarren Lewis

Services Offered—Program series, creation, and pilot, servicing.

Productions — “Chevron Hall of Stars”; “DuPont Cavalcade.”

“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

Secy.-Treas.Lee Volker

Mgr. (Mexico).....Rene Anselmo

Manager, London.....Lane Blackwell

Services Offered—Distribution of American radio & TV products abroad.

Productions—Hopalong Cassidy (Spanish and Portuguess sub-titles); Movie Museum; Roller Derby; Encyclopedia Britannica; National Film Board of Canada.

Leon Fromkess

5746 Sunset Blvd., Hollywood 28, Cal.

Executive Producer.....Leon Fromkess

Productions — “Ramar of the Jungle,”

“Halls of Ivy,” “Ellery Queen,” “Fury,”

and “Count of Monte Cristo.”

Frontier Productions

c/o Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.

Phone: TE 0-3361

Exec. Producer.....Worthington C. Miner

Producers-Writers.....Morton Fine, David

Friedkin

CameraJack MacKenzie

Jaime
del Valle

PRODUCER-DIRECTOR

RADIO AND TELEVISION

“The Line Up” — CBS-TV

Film Editor.....Johnny Faure
Services Offered 30 half-hour films.
Productions—"Frontier."

Gainsborough Associates

(See Program Producers)

Gallagher Films, Inc.

851 Shawano Ave., Green Bay, Wis.
 Phone: Hemlock 7-1307

President.....James C. Gallagher
Services Offered Producers of film spot commercials.

Gateway Productions, Inc.

4859 Powell St., San Francisco, Calif.
 Phone: Sutter 1-8464

President.....Alvin J. Gordon
Services Offered Distributor of industrial and educational films.

W. J. German, Inc.

John St., Fort Lee, N. J.
 Phone: N. J. Fort Lee 8-5100
 N. Y. Longacre 5-5978

President.....William J. German
 Executive Vice-Pres.....M. B. Reilly
 Vice-Pres.....Louis A. Bonn
 Treas. & Secy.....M. B. Reilly

Chicago Office

6040 North Pulaski Rd., Chicago 30, Ill.
 Phone: Irving 8-1064

Vice-Pres.....Thomas L. Gibson
Services Offered Agent for the sale and distribution of Eastman professional motion pictures and TV films.

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.
 Phone: HOLLYWOOD 4-6131

President.....William J. German
 Vice Presidents.....E. O. Blackburn, C. H. Gibson, J. L. Courcier, H. E. Pratt
 Treasurer.....Edward O. Blackburn
 Secretary.....M. B. Reilly

Services Offered Agent for the sale and distribution of Eastman professional motion pictures and TV films.

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
 Phone: HOLLYWOOD 2-6171

President.....C. Carleton Hunt
 Vice-Pres. Secy.....Hans de Schulthess
 Vice President.....R. G. Goodwin
 Sales Director.....A. A. Brody

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Services Offered—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

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Phone: HOLlywood 7-3111

President James Nasser
Vice President.....George Nasser

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Film Division

1440 Broadway, New York 18, N. Y.
Phone: LOnacre 4-8000

President.....Thomas F. O'Neil
Vice Presidents.....Robert Manby,
Dwight Martin

Sales Manager.....Peter Robeck
Administrative Asst.....William Finkeldey
National Sales.....William Gorman
Dir. of Traffic.....Richard Sassenberg
Station Sales.....Max Bradbard

Services Offered—Distribution of feature films, library films and 15 minute, half-hour film subjects.

Productions—“Greatest Drama,” “Uncommon Valor,” “Gangbusters,” “Animated Fairy Tales,” and 47 features.

●
Glenar Studios

6618 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-0406

OwnerSid Glenar

Mel Gold Productions, Inc.

1639 Broadway, New York 19, N. Y.

Phone: JUDson 6-5444

President.....Melvin L. Gold
V.P. of Production.....Robert E. Gips
Exec. Dir., Indus. Films.....Stan Cole
Exec. Producer.....Dennis Carlin

Services Offered—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; “live” TV programs, industrial films.

Productions—Toyland Express.

●
Governor Television Attractions, Inc.

151 West 46th St., New York 36, N. Y.
Phone: JUDson 6-3675

President.....Arthur Kerman

●
Harry S. Goodman Productions

19 E. 53rd St., New York 22, N. Y.

Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Mgr.....Everett F. Goodman
Office Manager.....William Baron
Secretary.....H. D. Knuth
TV Director.....S. M. Wilson

Services Offered—15 minute shows on film, syndicated and custom made.

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Productions "Streamlined Fairy Tales," "Dilemma," "Bert & Elmer," "Cyclone Malone," "Jump, jump," "A Word From the Stars," "Studio Place."

**Grantray-Laurence
Animation, Inc.**

1537 N. LaBrea, Hollywood 28, Cal.
Phone: HO 9-7968

PresidentRay Patterson
Vice-Pres.Robert L. Lawrence
Sec'y & Treas.Grant Simonson

**John Guedel Radio
Productions**

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YOrk 6291

V.P. & Exec. Producer.....John Guedel
Services Offered — Radio and television packaging and producing.

Guild Films Co., Inc.

160 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-5365

PresidentReub Kaufman
Exec. V.P., Treas.....Aaron Katz
V.P., Public Relations.....Lou Shainmark
Adv. & Sls. Prom. Dir.....M. Mendelsohn
Client Relations, Pub. Serv.....Curt Kaufman
Executive Producer.....Bill Bertie

Services Offered — Producer-distributors of television film packages.

Productions — "It's Fun to Reduce," "Florian Zabaeh Show," "Life With Eliza-

beth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Joe Palooka," "I Spy," "Looney Tunes," "MPAA Feature Film Library."

Jack Goetz

1118 San Ysidro, Beverly Hills, Calif.
OwnerJack Goetz
Services Offered Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

Gross-Krasne, Inc.

650 No. Bronson, Los Angeles 4, Cal.
Phone: HO 9-8321

Producer.....Jack J. Gross
ProducerPhilip N. Krasne
Exec. V.P.....Lee Savin
Casting Dir.....Lynn Stalmaster
Services Offered Studio facilities for TV and motion picture producers. Currently producing "Test Pilot" and "O. Henry."

Herman Hack Productions

2111 N. Beachwood Dr., Hollywood 27, Calif.
Phone: HOLLYWOOD 7-0557

OwnerHerman Hack
Services Offered This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

Productions "Frontier Parson" series.

RALPH LEVY

CBS-TV

Producer-Director

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
Phone: WEbster 6-5924

President.....Leo A. Handel
Vice President.....John Mansure
Secretary.....Monroe Manning
Services Offered—Production of films for television, production of film commercials.
Productions—“The Magic of the Atom,” “Harbor Patrol.”

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUDson 2-4060

President.....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.P. Training Devices.....John Campbell
V.P. Sls. Devel.....Everett Schafer
V.P. Cust. Contact.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary.....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Purchasing Agent.....Charles Goodenow
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.

520 Fifth Ave., New York 22, N. Y.
Phone: MU 2-5844

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

President.....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary.....Gordon Shadwick
Services Offered — Production of 16 mm. color motion picture shorts on hunting and fishing.

Sam Hayes Productions

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Pres. & Gen. Mgr.....Sam Hayes
Secretary.....Hazel Thornton



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270 Park Ave., New York 17, N. Y.
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Vice-President.....James L. Hile
Vice President.....John J. Collins
Services Offered—Sales consulting.

Hoffberg Productions Inc.

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 minutes, Famous People Series, Encyclopedia Series, Documentary Adventures.

Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 2-3284

Partners.....Ben & Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-2181

President.....Mickey Kaplan
Sales Manager.....T. H. Emmett
Services Offered — Distributor of film shorts.

Hollywood Television Service, Inc.

4020 Carpenter Ave., N. Hollywood, Calif.
Phone: SUncet 3-8807

President.....Earl R. Collins
Services Offered—Distributes motion pictures for TV.

Hurrell Productions Inc.

333 No. Rodeo Dr., Beverly Hills, Calif.
Phone: CR 1-8593

Manager.....George E. Hurrell
Services Offered—TV package programs (and commercials) and production.

Sandy Howard Productions

853 7th Ave., N. Y., N. Y.
Phone: JUdson 6-6610

President.....Sandy Howard
Director Programs.....Lee Polk
Merchandise Director.....Mark Reynolds
Assoc. Prod.....Marvin Paige
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Phone: WOODward 1-3979

President.....Jerome S. Hyams

V. P. & Treas.....Louis Goldstein

Sales Mgr.....Bob Seidelman

Services Offered — Westerns, cartoons, miscellaneous shorts.



Ideal Pictures, Inc.

58 E. So. Water St., Chicago 18, Ill.

Phone: FInancial 6-5480

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.

7324 Santa Monica Blvd., Hollywood 46, Cal.

Phone: OL 4-2800

President.....Herbert L. Strock

Vice-President.....Richard G. Taylor

Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.



IMPS, Inc.

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

Phone: ELdorado 5-6620

Studio Phone: PLaza 7-4823

President.....Ben Gradus

Production Supervisor.....Walter Sachs

Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows.

Productions—Crowded Paradise; Helena Rubinstein TV spots.



Information Productions, Inc.

5 East 57th St., New York 22, N. Y.

Phone: PLaza 9-8620

Chairman & Treas.....Alfred Butterfield

President.....Thomas H. Wolf

Chief Director.....Arthur Zegart

Associate Producer.....Robert W. Asman

Production Manager.....Hugh C. Foster

Services Offered—Production of all facets of motion picture work, including sound slide, motion slide, animation, and motion picture.

Productions—The Search, Air Power, You Are There, untitled series for Marine Studios.

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Television and
Industry

Lalley and Love Inc.

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New York 17, N. Y.
ELdorado 5-1382

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.
Phone: Eldorado 5-1143

President.....William J. Ganz
Chg. of Production.....Herbert R. Dietz
Chg. of Distribution.....Rita Hicks
Office Manager.....J. B. Page
Services Offered—Producers of motion pictures, slide films and films for TV, and non-theatrical audiences.

International Film Foundation, Inc.

315 East 46th St., New York 17, N. Y.
Phone: OX 7-1838

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.....J. Kingsbury Smith
Editor-in-Chief.....Barry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
Promotion Mgr.....Kenneth Smith
Services Offered—Telenevs daily, weekly and sports film services; facsimile circuit carrying with on-the-spot audio recordings; INS leased wire.

International 16mm. Corp.
(See Program Producers)

Interstate TV Corporation
4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandy 2-9181
445 Park Ave., New York 22, N. Y.
Phone: MU 8-2545

President.....G. Ralph Branton
Vice-President.....Lloyd Lind
Services Offered—Production and distribution of motion pictures for television.
30 minute package shows.

Inter-TV Films, Ltd.

1410 Stanley St., Montreal, P. Q., Canada
PresidentMarcel Leduc

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Vice President.....Robert Junglet
 SecretaryJules Dupre
 TreasurerJean Thys

Branch Offices

147 University Ave., Toronto, Ontario, Can.
 ManagerNorman Brown
 133 E. 54th St., N. Y. 22, N. Y.

Exec. in charge.....Olga Lampard
Services Offered—Producers and distributors of TV film packages. Represents European film companies in Canada.

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
 Phone: CR 1-7131

President.....Lou Irwin
 Associates.....Ted Wilk, Jack Kalcheim
 Story Dept.....Frances Manson
 Exec. Secretary.....Jay Schlein

Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

Italian Films Export, Inc.

1501 Broadway, N. Y. 36, N. Y.
 Phone: LOnacre 4-4843

President.....Ralph B. Serpe
 General Sales Manager.....Manny Reiner

Services Offered—Importer of TV films.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
 Phone: PLaza 3-9370

DirectorLeon Jason
Services Offered—TV film, production, talent, puppet design, commercials.
Current Productions—Jingle Dingle.

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
 Treas.Lincoln Douglass
 Secretary.....M. P. Casey
 EditorJames Lawrence

Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

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

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Associate.....Lorraine S. Hoffin
Services Offered—Package program, both film and live. Production consultant, commercials and scripts.

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
 Phone: Circle 5-4830

PresidentVictor Kayfetz
 Director of Sales.....Douglas Baker
 Dir., Golden Snowball Div.,Moriel Friedman
 Animation Super.....R. M. Cooke
 Prod. Assts.....Seymour Posner,
 Sylvia Gerson

AnimatorAbe Blashko
Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm. production equipment, have animation stand, art department.

Productions — Water World Series, The Last Story, Safety Is No Accident, Sailing Newfoundland Waters, Bermuda Treasure Hunt.

Herbert Kerkow, Inc.

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 — Introductory Psychology, Wood Preservation.

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 Hollywood 28, California



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1058 W. Washington Blvd., Chicago 7, Ill.
 Phone: SEeley 8-4181

Hollywood Phone: HOLlywood 3-2141

PresidentRobert Eirinberg
 Executive Vice-Pres.....Harry W. Lange
 West Coast Operations.....David Garber
 Production Manager.....Jack Fenimore
 Dir. Syn'd Film Div.....Chris Petersen, Jr.

Services Offered—TV commercials, package; industrial; full production facilities. TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: Circle 6-9850

President.....Howard A. Lesser
 Vice-President.....Thomas S. Dignan
 Secy.-Treas.....Mary Morrissey

Services Offered—Producers of all types

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Owners...Irving Cummin & Julian Olenick
 AssociateJim Moloney

Services Offered—Representatives for motion pictures, TV.

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CHICAGO NEW YORK

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Phone: LO 5-4582

PresidentRichard Stevers
 Exec. Vice-Pres.....Bernard Schulman
Services Offered — Film production and national and world TV distribution.
Productions—Where In The World.

Langlois Filmusic, Inc.

619 West 54th St., New York 19, N. Y.

Phone: JU 6-4155

Hollywood: HO 3-7114

PresidentC. O. Langlois, Jr.
 Sales Manager.....T. A. Roseen
 Head Editor.....F. Lewin
 West Coast Manager.....John Seely
 Canada: Langlois Filmusic, Inc.
 447 Jarvis St., Toronto 5, Ontario
Services Offered—Music library on tape, film and disc for TV, industrial, and theatrical films. Live and pre-recorded music scoring. Picture editing, narration, and music recording, mixing and sound effects library.

Lalley & Love Inc.

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

Phone: ELdorado 5-1382

President.....James A. Love
 Production Mgr.....L. H. Holton
 EditorBill Henry
 Production Mgr.....L. H. Holton
 Business Mgr.....Leonard Gross

Services Offered—TV spots and programs, also industrial films.

Lance Productions, Inc.

315 West 57th St., New York 19, N. Y.

Phone: PLaza 7-6167

PresidentLorraine Lester
 Vice-President.....Leroy M. Sylverst
 Treasurer.....Samuel H. Evans
 SecretaryGeorge Lessner
 Production Coordinator..Alford H. Lessner
Services Offered—TV film commercials, film series, documentary and industrial.
Productions—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program.

Albert Lang Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-7111

Pres., Gen. Mgr.....Albert Lang
 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.

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500 Fifth Avenue, New York 36, N. Y.
Phone: LOngacre 4-7980-1

President.....Joseph Novas, Jr.
Bareinas - A Rio No. 131 Caracas, Venezuela
Mgr. New York Office.....Anthony Suarez
Services Offered: Producers of filmed commercials for Spanish television; distributors of packaged TV programs to Latin America through offices at Caracas, Havana, Mexico and San Juan.

**Robert Lawrence
Productions, Inc.**

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5212

President.....Robert L. Lawrence
V.P. Studio Operations.....Louis Mucciolo
Casting Director.....Barbara Cooper
Production Supervisors.....Doris Reichbart, Jerry Matieka

**Robert Lawrence Productions
(Canada) Ltd.)**

32 Front St., West, Toronto 1, Canada
Phone: EMpire 4-1118

Manager.....John T. Ross
Treasurer.....Philip Kornblum
Chief Film Editor.....Henry Traiman
Services Offered: Film-to order—television commercial announcements and television package programs.

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President.....Les Lear
Services Offered: Radio, TV & film production.

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

1187 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287

Producer-Director.....Gene 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.

Lewis & Martin Films, Inc.

1431 N. Wells St., Chicago 1, Ill.
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President.....Martin Schmidhofer
Sales Manager.....Lou Krantz
Manager.....Herschell Lewis

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Services Offered—Motion picture production, script-writing, sound recording.

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9756 Wilshire Blvd., Beverly Hills, Calif.
 Phone: HOLLYWOOD 7-5111

ProducerBert Granet
 Production Manager.....John London
 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.”

Library Films Inc.

25 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-3450

President.....Paul N. Robins
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts.

Lou Lilly Productions

3746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 5-6325

Executive Producer.....Lou Lilly
 Animation Supervisor.....Manny Gould
 Film Co-ordinator.....John Fuller
 Head of Sales.....Tim Ellis
Services Offered — TV commercials, and mated-live action and industrial films.

Productions—Camels, Fab Soap, Nob Hill Coffee, Du Maurier, Bell Brand Potato Chips, Sugar Jets, and Drene Shampoo.

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
 Phone: PENnsylvania 6-1780

President.....E. W. Hammons
 Vice-President.....Robert M. Savini
 Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Robert Longenecker Agency

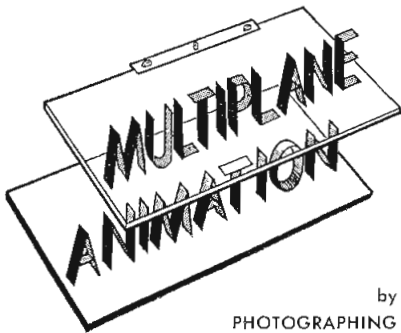
8428 Melrose Place, Los Angeles 46, Calif.
 President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
 Phone: CIRCLE 7-2366

President.....John A. Norling
 Vice-PresidentHans Tiesler
Services Offered—The production of sales promotional, entertainment, personnel training and educational motion pictures, slide films and TV commercials. Also 3D production specialists.

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Services Offered—Producers of “Mr. and Mrs. North,” “Topper” and “Scattergood Baines” series and commercials.

MAC Studios

Congress Hotel, Chicago 5, Ill.
 Phone: HArrison 7-9660; N. Y.: CO 5-7220
 President.....Richard Shelton
 Vice President.....Phil Field
Services Offered—Distributors of syndicated film series, features films, selected short subjects and packages.

Magnetic TV Sound Company

854 Shawano Ave., Green Bay, Wis.
 Phone: HEmlock 7-1307
 President.....James C. Gallagher
Services Offered—“Telesyne” permits use of magnetic sound with lip-syne or narrated films quickly. Fits present projection.

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20

Phone: PLaza 7-6990-1-2

President.....Irving Lesser
 Vice President.....Seymour Poe

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
 Phone: MU 8-0985

President.....Konstantin Kaiser
 Super. of Production.....Ken Baldwin
 Office Mgr.....Arlene Litt
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,” “Clear Iron,” “Three... If By Air.”

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
 Phone: STAnly 7-0621

President.....Jack Webb
 Vice-Pres. & Treas.....J. R. Rodgers
Services Offered—Producer of “Dragnet” feature; “Pete Kelly’s Blues” feature; “Pete Kelly’s Blues” television series. Producer of miscellaneous television productions.

Marterto Productions, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.
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 Assoc. Producer.....Paul Jacobs

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 Art Director.....Ralph Berger
 Cameraman.....Robert deGrasse
 Music Directors.....Earl Hagen,
 Herbert Spencer
Services Offered—Series for television,
Productions—“Make Room for Daddy.”

Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: OLympia 2-1262

President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

Marshall-Hester Productions, Inc.

521 Fifth Ave., N. Y. 17, N. Y.
Phone: MUrray Hill 7-2722

President.....A. W. Marshall
 Vice President.....Harriet Hester
Services Offered — Producing and packaging live and transcribed radio and TV shows.

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUdson 2-4717

PresidentSeymour Berdon
 Sec., General Council.....Irwin Margulies

TreasurerFrances Kaplan
Services Offered—Distributors of 25 features.

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOLlywood 2-6027

ProducerRobert 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

Producer.....Dorrell McGowan
 Director.....Stewart E. McGowan
 Production Mgr.....Clark Paylow
Services Offered — Commercials, shorts, features.

Productions — “Death Valley Days” and “Sky King” series.

Medallion Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6635

PresidentJohn A. Ettliger
 Vice-Pres. Prod.....Robert A. Forrest
 EditorialJohn Nash, T. E. Gladden
Services Offered—Production and distribution of TV film.

Productions—View the Clue, Paddy Pelican, Ince Theatre, Greenwich Theatre. Dis-

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6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOLlywood 5-1101

President V. E. Ellsworth
Vice-President..... D. L. Monahan
Sec.-Treas..... G. C. Cable
Services Offered—Complete production of films for television from script to final print.

Meridian Pictures

c/o Samuel Goldwyn Studios

1051 N. Formosa Ave., Hollywood, Calif.
Phone: HO 7-5111

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.”

MCA TV, Ltd.

598 Madison Ave., New York 22, New York
Phone: PLaza 9-7500

V.P. in Charge MCA-TV Ltd. David V. Sutton
V.P. in Charge Sales..... Wynn Nathan
V.P. in Charge N. Y. Office... Aaron Beckwith
V.P., East Coast TV prod... Mort Abrahams
Eastern Sls. Mgr..... Frank Brill

V.P. in Charge Mid-West..... John Rohrs
V.P. in Charge of Southwest..... Ray Wild
V.P. in Charge sta. sls. Western Div. Robert Greenberg
V.P. in Charge sta. sls. Eastern Div. Lou Friedland
V.P. in Charge Mid-Eastern Reg. Off. Hank Long

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Exec. in charge..... Wynn Nathan
15 Newbury St., Boston, Mass.
Exec. in charge..... H. Wheeler
136 Victoria Blvd., Buffalo, N. Y.
Exec. in charge..... Hal Golden
126 Transportation Bldg., Cincinnati, Ohio
Exec. in charge..... F. Harner
1172 Union Commerce Bldg., Cleveland, Ohio
Exec. in charge..... DeAry Barton
2102 N. Akard St., Dallas, Texas
Exec. in charge..... Ray Wild
837 Book Tower, Detroit, Mich.
Exec. in charge..... E. Montgomery
2404 S. McGregor Day, Houston, Tex.
Exec. in charge..... K. Godfrey
325 Bankers Trust Bld., Indianapolis, Ind.
Exec. in charge..... P. Willis
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 721 Olive St., St. Louis, Mo.
 Exec. in charge.....H. Lurnan
 212 Beason Bld., Salt Lake City, Utah
 Exec. in charge.....C. Carlson
 105 Montgomery St., San Francisco, Cal.
 Exec. in charge.....E. Simmel
 1615 Baltimore Ave., Kansas City, Mo.
 Exec. in charge.....J. Necessary
 101 Jones Bldg., Seattle, Wash.
 Exec. in charge.....J. Von Herberg
 707 Florida Ave., Tampa, Fla.
 Exec. in charge.....R. Montgomery
 180 University Ave., Toronto, Canada
 Exec. in charge.....Stu Smith
 139 Piccadilly, London W. I., England
 Exec. in charge.....K. Cleveland
 49 bis Ave. Hoche, Paris 8ME, France
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 515 Glenn Bldg., Atlanta, Ga.

Services Offered—Production and distribution of TV films.

Productions — Mayor of the Town; Guy Lombardo; Waterfront; City Detective; Rocky Jones; Heart of the City; Where Were You; I'm the Law; Touchdown; Royal Playhouse; Counterpoint; Curtain Call; Playhouse; Man Behind the Badge; The Lone Wolf; Abbott & Costello; Pride of the Family; Soldiers of Fortune; Hollywood Off-Beat; Biff Baker U.S.A.; Follow That Man; Dr. Hudson's Secret Journal; Ray

Milland; Gene Autry; Roy Rogers; Kit Carson.

●
McCadden Corporation

1040 N. Las Palmas Ave., Hollywood, Calif.
 Phone: HO 4-2141

PresidentGeorge Burns
 Prod. Super.....Al Simon
 Business Dir.....Maurice Morton
Productions—Burns and Allen Show; Bob Cummins Show; People's Choice.

●
Medic TV Productions

c/o American National Studios
 7324 Sta. Monica Blvd., Hollywood, Calif.
 Phone: OLdfield 4-3126

Exec. Prod.....Worthington Miner
 Production.....Frank La Tourette
 DirectorTed Post
 WriterJames Moser
 CameraWilliam Sickner
 Film Editor.....Bob Seiter
 CastingWilliam Martindale
 Editorial Director.....Joseph Wolff
 Art Director.....Norman Tasler
 Script Supervisor.....W. Mason Ancker
Services Offered—25 half-hour films.
Productions—“Medic.”

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PresidentCharles Michelson

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Productions — (TV) Capsule Mysteries; Plainclothesman; Famous Jury Trials. (Radio) The Clock; Famous Jury Trials; Half-Hour Mystery Bloc; Daytime Soap Operas.

Minot TV, Inc.

(See UM & M TV Corp.)
 509 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-7380

Mode-Art Pictures, Inc.

1022 Forbes St., Pittsburgh, Pa.
 Phone: Express 1-1846
 Chairman, president..... James L. Baker
Services Offered—Producers of film commercials, and TV series.

Modern Talking Picture Service, Inc. TV Division

219 E. 44th St., New York, N. Y.
 Phone: OXford 7-2753
 General Manager..... J. R. Ritenour
 Sls. & Service..... Alex Leslie

Services Offered—Trafficking, distribution and print procurement.
 spot TV films.

Branch Offices

120 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-3761
 Manager Peter Markovich
 3450 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: 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: CEntal 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 Advertising Service Co., Inc.

(See UM & M TV Corp.)

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(See Program Producers)

Motion Pictures For Industry

5243 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 35 and 16 mm. commercials, motion pictures and television shows, principally in color.
Productions—“When Presses Roar.”

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.

Phone: PL 3-4840

President.....C. F. Vetter, Jr.
 Studio Manager.....Gerald Margolis
Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

655 Madison Ave., New York 21, N. Y.

Phone: PL 3-5600

Pres., Chrm. of Board.....Mathew M. Fox
 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

216 Tremont St., Boston, Mass

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.....Bob 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

V.P. Producer.....Edmund Reek

General Manager.....Jack Haney

Commercial Dept. Mgr.....Frank Barry
 Editors.....Ben Loweree, Louis Tetunic
 Associate Prods...Jack Gordon, Jack Kuhne
 Director of Scripts.....Dan Doherty
 Assignment Director.....Burt Reinhardt
Services Offered—Theatrical and TV news films; short subjects.

MPO Productions, Inc.

15 East 53rd St., N. Y. 22, N. Y.

Phone: MURray Hill 8-7830

President.....Judd L. Pollock

Vice-President.....L. E. Madison

Secretary.....Marvin Rothenburg

Treasurer.....Arnold Kaiser

Sls. Promotion Mgr.....Jack Berch

Producer.....Victor Solow

Branch Office

501 Berger Building, Pittsburgh, Pa.

Phone: COurt 1-2588

Exec. in charge.....William Henning

Services—Complete production of films for sales promotion and training; public relations; information and training, for the U. S. forces and government agencies; color sportsmen's and conservation films.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

President.....Owen Murphy

General Manager.....Elwood Siegel

Supervising Editor....Edward F. Boughton

WILLIAM ASHER

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.

Nation Wide Television Corp.

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

Phone: ELdorado 5-7566

President Irvin Shapiro
Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: Circle 6-5700

Director, TV.....Harold L. Danson
Services Offered—Motion picture production for television film commercials, TV trailers, station breaks, openings, titles, etc.

National Telefilm Associates, Inc.

60 West 55th St., New York 19, N. Y.

Phone: PLaza 7-2100

President.....Ely A. Landau
Exec. V.P.....Oliver A. Unger
V.P. Chg. of Sales.....Harold Goldman
V.P., West Coast Sls. Dir.....Ed Gray
V.P., Mid-West Sls. Dir.....E. J. Grad
V.P., Sec'y.....Edythe Rein
Dir. Prom. & Sls.....Martin Roberts
Publicity Mgr.....Harry Albus
Services Offered—Television programs and features for national, regional and local sponsorship.
Productions—350 feature films.

National Television Films

300 W. Third St., Charlotte, N. C.

Phone: EDison 4-6426

President.....J. F. White
Sales Manager.....Scout Lett
Services Offered—Distributor of TV film series.

NBC Film Division

A Subsidiary of The Kagan Corp.

663 Fifth Avenue, New York, N. Y.

Phone: CI 7-8300

NBC V.P. in Chg.....Carl M. Stanton
Director.....Edgar G. Sisson
Dir. of Publicity.....Charles A. Henderson
Production Mgr.....William Lawrence
Publicity Mgr.....Fred Jacobi
Research Mgr.....Jason Lane
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 711; Captured; Dangerous Assignment; Hopalong Cassidy; Inner Sanctum; Life of Riley; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; Homer Bell; Great Gildersleeve; Steve Donovan; Crunch & Des.

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 16, N. Y.

Phone: MU 3-6396

President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Washington Dir.....A. A. Ulin
Services Offered—Producer of TV programs and spots, also special purpose motion pictures.

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, and sports film library.

Nothing New Under the Sun Productions

338 N. Rodeo Dr., Beverly Hills, Calif.

Phone: CRestview 4-5491

Producer.....Mitchell Gertz
Secretary.....Harold Bernson
Services Offered — Producer of 5-minute film featurettes.
Productions Nothing New Under the Sun.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

President.....Harold L. Hackett
Exec. Vice Pres.....Herbert Jaffee
Secretary.....Herbert J. Siegel
General Counsel.....Lee Moselle
Vice President Sls.....Herman Rush
Vice-President.....Robert Sanford
Treasurer.....Seymour Reed
Director of Advert. & Pub.....John Newman

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 St. Louis, Mo., 415 N. 12th Blvd.
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 Minneapolis, Minn., 3100 Raleigh Ave.
 Boston, Mass., 419 Boylston St.
 Memphis, Tenn., 2254 Madison Ave.
 Dallas, Texas, Second Unit, Santa Fe Bldg.
 San Francisco, Calif., 150 Font Blvd.
 Atlanta, Ga., 1299 W. Peachtree St., N.E.

Services Offered — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
 Phone: JUDson 6-1143

President.....Leland M. Ross
 Secretary.....Joseph L. Greene
 Treasurer.....Daniel H. Kahn

Services Offered—Complete motion picture production in black and white or color, 16 or 35 mm. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
 Phone: WEBster 9-1491

President.....Harry Owens
 Vice-President.....Homer 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.....J. H. Ware
 Tech. Supervisor.....Anthony Di Fiore
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

President.....Paul Raibourn
 Vice-President.....Bernard Goodwin
Branch Office

5451 Marathon St., Hollywood 38, Calif.
 Phone: HOLlywood 9-6363

Vice-President.....Klaus 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.....Barney Dyer
 Writer.....Frank K. Adams
 Dir. of Photography.....Ray Foster
 Director.....E. 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

President.....Marion Parsonnet
Services Offered—Studio facilities.

Secretary.....Shirley Parsonnet
Services Offered—Producer of films, production facilities for rent, films for syndication, and commercials.

Parsonnet & Wheeler

32 West 53rd St., New York 19, N. Y.
 Phone: PL 3-6658

President.....Stirling Wheeler
 Executive Vice-Pres.....Anthony Z. Landi
 Sec'y-Treas.....Balys Marcini
 Producer-Writer-Dir.....Marion Parsonnet
 Production Supervisor.....Joel Glickman
 Unit Manager.....Stephen Bono
 Personnel and Casting.....Wanda Hendrickson
 Script Dept.....Betty Kanzell
Services Offered—Theatrical, TV, industrial and commercial films.

Productions — The Lowell Thomas Jr. Show; commercials for ESSO, American Beer; Lipton Tea & Lipton Soup; Knickerbocker Beer; Cashmere Bouquet; Ivory; Neolite; Ready Magic; Vin; Veto; Pepsi-Cola; Pall Mall; Sight Master Fuse.

Lindsley Parsons Productions, Inc.

1416 N. LaBrea, Hollywood 28, Calif.
 Phone: HO 3-2141

President.....Lindsley Parsons
 Vice-President.....Myrtle Parsons
 Treasurer.....Sam Wallis
 Secretary.....Lindsley Parsons, Jr.
 Associate Producers.....John Burrows,
 Warren Douglas

Productions—The Come On; Fingerman; Return of Jack Slade.

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
 Studio Manager.....John Ball
Services Offered—Animation or live—specializing in use of rear screen projection.

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, 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.
Productions—Toni; Jax Beer; Petri Wine; Johnson Wax; Rainier Beer, Coca-Cola; Blue Plate Foods; Motorola; Richfield Gasolines; Dutch Cleanser.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
 Phone: PLaza 7-3630

President.....Kern Moyse
 Vice-President.....R. S. Moyse
 Treasurer.....Barbara Holz
 Eastern Sales Mgr.....Raoul J. Menendez
 Laboratory Mgr.....Visuaidis Gedulis
 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 Steink 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.

Penthouse Sound Studios of V. J. Nola

Laboratory Mgr.....Robert Dawson
 Owner.....Vincent J. Nola
 Gen. Sls., Film Div. Mgr.....V. Thomas Nola
 Chief Engineer.....Stanley J. Bumbleby
Services Offered—Recording to optical and magnetic film 16 mm., 17½ mm., 35 mm., and 1½" sync. tape. Music scoring-disc recording. 24 studios.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
 Phone: WISconsin 7-6630

President.....J. Milton Salzburg
 Sales Manager.....David B. Dash
Services Offered — Produce & distribute features & shorts.

David Piel

551 Fifth Ave., New York, N. Y.
 Suite 1701

Phone: MUrray Hill 2-8451

Proprietor.....David Piel
 Associate.....Sidney J. Kupfershmid
Services Offered—Production of TV commercials (animated and live), industrial short subjects, slide films and syndicated entertainment films for TV.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
 Phone: WEBster 8-2181

President.....Perry King
 Vice-President.....Florence R. Barnum
Services Offered—Complete production of motion pictures for advertising, training, public relations, education, TV.
Productions—Hughes Aircraft; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

Post Pictures Corp.

71 West 17th 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 5-1335

President, Exec. Prod.....Burt Balaban
 Vice President.....Bernard Donnenfeld
 Sales Director.....Richard M. Firestone
 Asst. Producer.....Roy Rich
 Script Editor.....Irve Tunick
Services Offered — Full length and short subject motion picture production.
Productions—Double Profile; Black Forest; Fire On; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Witnesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; 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
 Dir. Client Relations.....Bradford K. Cross
 Dir. of Distribution.....Robert C. Molusky
 Director of Sales.....Tom Hawley
Services Offered—Producers and distributors of all type motion pictures, including TV series and individual subjects.
Productions—Rural Review; Americans at Home; Keys to Happiness; Naval Customs and Courtesies.

Prm, Inc.

(See Associated Artists, Productions, Inc.)

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."

Quality Films, Inc.

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOLlywood 7-3111

President Charles Weintraub
Vice-President Maurice Janov
Services Offered—Distributors of feature
films.

Quintet Productions

6052 Sunset Blvd., Hollywood, Calif.
Phone: Cal. HO 7-8832; N. Y. MU 7-5011
President Peter Piech
V.P. Exec. Prod. Russ Hayden
V.P., Treas. Ed Berkson
Services Offered—Filming of the "Judge
Roy Bean" series.

Rawlins-Grant, Inc.

c/o California Studios
650 N. Bronson Ave., Hollywood, Calif.
Phone: HO 9-8321
Producer-Directors John Rawlins,
Marshall Grant

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: FL 2-2108

President Stanley L. Stern
Vice-President Richard F. Wolfson
General Manager Frank J. Brodock
National Sls. & Develop. Luke de Matama
Executive Producer Michael Brown
Sales Manager James L. Campbell
Services Offered—Complete film production
and distribution facilities; commercials;
sales training; industrial; TV features.

**Reid H. Ray Film
Industries, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.
Phone: MIDway 9-1393

President Reid H. Ray
Vice-President William H. Ringold
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)**

380 Madison Ave., New York 36, N. Y.
Phone: OX 7-0350

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 studios.

**Regal Television Pictures
Corp.**

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877

President Moe Kerman
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: POplar 6-3871

President Karl Kramer
Vice Presidents... George Stern, Alan Miller
V.P., Production Mgr. Carl Hiecke
V.P., Director Richard Irving
Herschel Dourghety
Productions—"Ray Milland Show," "Pepsi
Cola Theatre," "Heinz Studio 57," "Adven-
tures of Kit Carson," "General Electric Thea-
tre," "City Detective," "Campbell's Star
Stage," "The Crusader," "Alfred Hitchcock
Presents."

Stuart Reynolds Productions

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

President Stuart Reynolds
Ass't to Pres. Frank Doyle
Services Offered—Production of films for
TV.
Productions—"Mr. President," "Skip Tay-
lor, USAF."

Marion Riddick Productions Ltd.

1102 Eberhard St., Houston 19, Tex.
Phone: Jackson 4-9653

Director Marion Riddick
Services Offered—Producers of film spot commercials, industrial and educational films, and film series.

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: JU 6-5050

Exec. Vice-President..... Jay Bonafield
Vice-Pres..... J. Douglas Travers
Gen. Sales Manager..... Sidney Kramer
Services Offered—Producers films and film commercials for TV.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 9-2311
N. Y. Phone: CI 5-4135

President..... Hal Roach Jr.
Sec'y-Treas..... C. H. Meacham
Vice-Pres., Sls., N. Y..... H. R. Gellspan
Vice-Pres. & Gen. Mgr..... S. S. Van Keuren
Services Offered—Production of filmed TV commercials and programs. Screen Director's Playhouse; You Are There; Great Gildersleeve; Frontier; Life of Riley; Great Life.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOLlywood 7-7131

President..... J. Richard Westen
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..... Frank Lipari
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: HOLlywood 7-5111

Executive Producer..... Roy Rogers
Producer Jack Lacey
Director George Blair
Cameraman Joe Novak
Services Offered — Produces TV western films. Brave Eagle.

Roland Reed Productions

650 N. Bronson, Hollywood, Calif.
Phone: HOLlywood 9-8321

President..... Roland D. Reed
Vice-President..... Guy V. Thayer, Jr.
Secy-Treas..... Hazel Hall
Production Manager..... Dick L'Estrengue
Asst. 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 2-6164

Partners..... Frank K. Danzig, Bart Ross
Exec. Asst..... Betsy Boyd
Assoc. Prod..... Al Burton
Services Offered—Package production of live and filmed television programs.
Productions—Musical Chairs; Mr. Genius; The Skipper.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: WEbster 6-2494

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 TV Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640

Production Manager..... Edward Ruby
Photo. Dept. & Editorial..... Sidney Nannes
Services Offered—Producers of film for TV and industry. Complete facilities available.
Productions—Commercials for Phil Silver-Show; Koven Bros.

Russell & Haberstroh

111 East 28th St., New York 16, N. Y.
Phone: MUrray Hill 9-2568

Co-owners ... Leo 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
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—Complete motion picture
production offering producer's aids: film
editorial service; production supervision-unit
management; production consultants-lab ex-
pediting.

Productions—Youth at Crossroads; Bring-
Christ To The Nations.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.

Phone: MUrray Hill 8-0085

PresidentValentino Sarra
Sales Manager.....Jack Henderson
Creative Dept.....Rev Cox
Services Offered—Producer of TV com-
mercials, industrial and sales films.

Walter Schwimmer, Inc.

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

Phone: FRanklin 2-4392

PresidentWalter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.
16 East 41st St., New York 17, N. Y.

Phone: LExington 2-1791

ManagerJack Arden
Services Offered—TV and radio package
programs.

Productions—Radio: Tune-test; Tello-test;
TV: Championship Bowling; Eddy Arnold
Time.

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.

Phone: MUrray Hill 7-5011

Branch Offices:

5746 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 2-4448

PresidentEd Berkson
Vice-PresidentMyron Mills
National Sales Mgr.....Peter M. Piech
Services Offered—Distributor and syndi-
cator of Judge Roy Bean; features and west-
erns for TV.

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. of sls.....John H. Mitchell
Dir., Business Affairs.....B. H. Hanft
Dir., Adv. & Sls. Prom.....Henry S. White
Dir. National SlS.....R. D. Levitt
Director of Sales.....Robert Salk
Dir. of Press Relations.....Frank York
Merchandising Mgr.....E. James York
Production Exec.....Benedict Berenberg
Producers....Lee Goodman, John Gilmour
Casting Director.....Nancy Littlefield
Coordinator, International SlS...James Dodd
Technical Director.....M. Peter Keane
Managing Dir. (Great Britain)...J. B. Cron
General Mgr. (Canada.....Lloyd Burns
1334 N. Beachwood, Hollywood, Cal.

Phone: HU 2-3111

V.P. in chg. Production.....Irving Briskin
Production Exec.....Fred Briskin
Account Exec.....Selmer Chalif
Producers.....I. Starr,
W. Sackheim, L. Breslow, E. Rodney, H.
Leonard, H. Greene, G. Bilson

Casting Director.....Ira Uhr
Story Editor.....Maragret Wilder

Services Offered—produce, distribute TV
films; produce animated or regular TV film
commercials.

Productions — “Ford Theatre,” “Father
Knows Best,” “Captain Midnight,” “The Ad-
ventures of Rin Tin Tin,” “Damon Runyon
Theatre,” “The Patti Page Show,” “Tales of
the Texas Rangers,” “Celebrity Playhouse,”
“Circus Boy,” “You Can’t Take It With
You.”

Seaver-Leftwich, Inc.

16 E. 40th St., N. Y., N. Y.

Phone: MU 4-1705

President.....Frank A. Seaver
Treasurer.....Alexander Leftwich
Secretary.....J. Gerson Shaff

Services Offered—Motion picture produc-
tion: industrial, TV commercials, series.

Sherry TV, Inc.

(See Mark VII, Ltd.)

Simmel-Meservey TV Producers

9113 W. Pico Blvd., Los Angeles, Calif.

Phone: CRestvicw 4-6156

PresidentLouis Simmel

Services Offered—Producers and distribu-
tors of film series and shorts.

Al Simon Productions

General Service Studios

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 4-2141

PresidentAl Simon

Services Offered—Productions of filmed
shows and commercials.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WEbster 9-1491

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.

Charles E. Skinner Productions, Inc.

6226 Yucca St., Hollywood 28, Calif.
Phone: Calif.: HO 2-6555; N. Y.: CI 6-6915
President, Exec. Prod. Charles E. Skinner
Gen. Mgr., Sec'y, Treas. Raymond Rand
Script Editor Nelson Gidding
Film Editor Alan Crosland, Jr.
Production Executive Tom R. Curtis
Directors Eddie Drew, Albert Kelly
Camera Directors G. Warrenton, D. Drury
Music Editor Alphonse Corelli
Musical Directors Skitch Henderson,
Ted Royal

Services Offered — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors. Facilities in N. Y., Fla. and Hollywood. TV, theatrical and non-theatrical distribution in U. S., Canada, Mexico, and South America.

Productions — Sergeant Preston of the Yukon; The Traffic Dept. Story.

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 5-9010

President Fletcher Smith
Vice-President Charles Schettler
Secretary-Treasurer Peter Caldera

Services Offered—Producers of TV commercials and industrials.

Productions — Commercials for MGM; Vick Chemical Co., Quality Bakers of America; The Modern Farrel Sugar Mill.

Walter Harrison Smith Productions, Inc.

136 East 57th St., New York 22, N. Y.
Phone: EL 5-7212

President W. H. Smith
Exec. V.P. Tom Farrell
V.P., Treas. E. T. Smith
Exec. Producer Seymour Salkowitz
Associate Producer Bruce J. Thomas

Services Offered—Editorial publicity, publicity, public relations films for free distribution; sales training films; industrial; development and production of TV programs.

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. Githens
President Harold E. Wondsel
V.P., Sect. F. C. Wood, Jr.
Treasurer Walter Kullberg

Services Offered—Producers of commercial spots and industrial films.

Southern Attractions, Inc.

Chatham Bldg., Charlotte, N. C.
President T. D. Kemp, Jr.
Services Offered—Producers of film shows on order.

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592

Pres., Gen. Sales Mgr. Jules B. Weill
Ass't Gen. Sls. Mgr. Sam Greller
Chief Booker Monty Raphaelson
Services Offered—Motion picture film, features for television broadcasting.

Splendor Film Corp.

723 7th Ave., New York 19, N. Y.
Phone: PLaza 7-1930

President & Director Warren Coleman
Vice-Pres. & Director Noble Sissle
Treasurer & Director Emil Velazco
Secretary & Director Max P. Kaplan
Directors R. L. Drake,
P. M. Hughes, H. Leopold Spitalny.

Services Offered Production in the field of TV and motion pictures expressly using Negro artists.

Productions—Honor and Glory Brown; The Pattern; The Davis Story.

Sportvision, Inc.

233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837
N. Y. Phone: PL 5-6131

Sales Mgr.....Al J. Madden
Business Mgr.....Keith Alderson
Administrative Director.....Norris West
Production Director.....John Brodhead
Services Offered—Film producer of half-hour football and other sports. Distributor of television films.

Productions—All American Game of the Week; Big Ten Hi-Lites; Pacific Coast Conference Hi-Lites; Gridiron Cavalcade.

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
Dir. of Cinematography.....Tom Maley
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
Associate Producer.....Leo Pepin
Cameraman.....Ned Beckner
Music Director.....Buzz Adlam
Services Offered—Producing the television series, “Adventures of Ozzie and Harriet.”

**Al Stahl Productions
Animated Productions, Inc.**

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942

President.....Al Stahl
Art Director.....Tony Garcia
Director.....Jack Weisburg
Production Mgr.....Gerard Pick
Mgr., Industrial Films.....Don Lang

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.

Standard Television

321 S. Beverly Drive, Beverly Hills, Calif.
Phone: CR 4-6869

President.....Bob Berger
Film Booker.....Pearl Adelman
Services Offered — Distributor of feature films for TV.

Standard Television Corp.

745 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-7566

President.....Irvin Shapiro
General Manager.....A. A. Mayers

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.

1407 Broadway, New York, N. Y.
Phone: WISconsin 7-2055

President.....Robert S. Gettinger
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
Sec., Treas.....Robert E. Rhodes
Advertising Mgr.....Herman Edel
Educ. Films Mgr.....M. Rothchild
Agency Sls. Mgr.....Dave Sigel
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, Inc.

6123 Selma Ave., Hollywood 28, Cal.
Phone: HOLlywood 2-1241
64 West 56th St., New York 19, N. Y.
Phone: CO 5-8610

President.....Mike Stokey
Vice-Presidents...John Hueners, J. Barnesh
Service Offered: Producers of live and filmed television productions and packaging.
Productions — “Mike Stokey’s Pantomime Quiz.”

Wilbur Streech Productions, Inc.

135 West 52 St., New York 19, N. Y.
Phone: JUDson 2-3816

President.....Wilbur J. Streech
Vice-Pres. Sls.....Joseph C. Bowman, Jr.
Production Mgr.....Harry Wuest
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialists in TV film commercials.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807; N. Y.: JU 6-1700
President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Services Offered—Complete production of films for television.
Productions—Stories of Century.

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-2590
TWX: NY 1-3036

President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Vice-President.....G. G. Weiss
Secretary.....Russell Kemp
Dir. Adv. and Promotion.....George Fenmore
Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.
Current Productions—Showtime.

Sunset Productions, Inc.

(Subsidiary of Warner Bros. Pictures, Inc.)
4000 W. Olive Ave., Burbank, Calif.
Phone: HOllYwood 9-1251
President.....Norman N. Moray
Eastern Production V.P.....W. C. Ament
Western Production V.P.....Jack Warner, Jr.
Home Office
321 W. 14th St., N. Y., N. Y.
Phone: CLIrke 6-1000
Services Offered—Producers of film spot commercials and films on order.

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: DUrkirk 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
Vice-President.....Dale Armstrong
Services Offered — TV film production, commercials, industrial, public relation, educational and training films.

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 filmed television commercials.

Syndicated Films

1022 Forbes St., Pittsburgh, Pa.
Phone: EXpress 1-1355
Manager.....H. J. Kemerer

Services Offered—Distributor of TV film series.

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
President.....Gifford Phillips
Vice-Pres.....Ludlow Flower Jr.
Services Offered—Producers, distributors.
Productions—"Little Theatre," "Invitation Playhouse," "Tales of Tomorrow," "Camera's Eye," "This Is Charles Laughton."

Telecast Films, Inc.

247 W. 46th 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
Owner.....Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.
Productions—Adventures of the Big Man; All-Star Musical Series on film.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8932
Prod. Dir.....Saul Zaentz
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 Film Corporation, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450
Chairman.....Herbert Schefel
President.....Robert K. Straus
Vice-President.....Alfred G. Burger
Exec. Vice Pres.....N. S. Livingston
Business Manager.....A. D. Comeaux
Editorial.....Richard Milbauer
Secretary & Treasurer.....James Sachs

Tele-Pictures, Inc.

145 N. Robertson Blvd., Beverly Hills, Calif.
Phone: CR 5-4535

President.....E. J. Baumgarten
Exec. for Operations..William J. Magginetti
Western Sales Div.....Leo Tuttle
Eastern Sales Div.....John Leo
Midwestern Sales Div.....Marvin Lowe
Southern Sales Div.....Jack Flax
Services Offered—Syndication of motion picture features.

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
Phone: HOLLYWOOD 4-7391

President.....Robert P. Newman
Vice President.....Martin Weiner
Secretary.....Robert M. Wiley
Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial, and commercials.

Productions — Tom Harmon's Workshop (13); Plastic Box-Car Lining for Spring Packing Corp.; Development of Dams for Hydroelectric Power (U. S. Army Corps of Engineers); Creep Feeding With Crowd (Albers Milling Co.); Your Merchandising (Proto Tools).

Teleprompter Corporation

(See Equipment Section)

Telerama Productions

(See Television Films of America for personnel listing.)

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.
Phone: TA 3-1418

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.

Productions — Zoo Parade; This is The Midwest; Smiling Pitcher; Pork.

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122

President.....Robert Tobias
Office Manager.....Arthur Blackman
Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers.

Television Exploitation

1407 Broadway, New York, N. Y.
Phone: Wisconsin 7-2055

President.....Robert S. 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 7-0100

General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights domestic, foreign. 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 Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840

V.P. in Chg. of Sales.....Marvin M. Grieve
Services Offered—Producers and distributors of TV film.

Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100

Chairman of the Board.....Edward Small
President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
Ass't to Pres.....Vincent Melzac
Asst. V.P.....Kurt Blumberg
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.
Treasurer.....Seymour Malamed
V.P. & East. Sls. Mgr.....Hardie Frieberg
Midwestern Division Mgr.....Leon Bernard
V.P. West Coast Div. Mgr.....Bruce Eells
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

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DUFFY'S TAVERN
starring Ed Gardner

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Gallant of the Foreign Legion," "Ramar of the Jungle," "Your Star Showcase," "Count of Monte Cristo"; "Fury"; "Susie"; "Science in Action," Edward Small Features; "Tugboat Annie"; "Stage 7"; "New York Confidential"; "Last of the Mohicans."

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.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2077

President.....Babbette J. Doniger
Asst. to Pres.....Joan C. Shay
Director of Distribution...Harry W. Doniger
Services Offered—Specialists in the production of Editorial Films distributed to TV stations.
Productions—McCall's Magazine "20 New Hairdos"; "American Express"; "Before You Leave," and "Man on the Move"; "Let's Discover Portugal" for Tourist Dept. of Portugal.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

Producer.....W. Wallace Orr
Director of Sales...George J. Kerrigan, Jr.
Mgr., Syndicated Sls.....Bosh Pitchard
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
General Manager.....Maurice Beck
Services Offered—60 & 30 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

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.

Transfilm Incorporated

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

President.....William Miesegaes
Vice-Pres. Sales.....William Burnham
Vice-Pres. Prod.....Robert Klaeger
Exec. Vice-Pres.....Walter Lowendahl
Secretary-Treasurer.....Michael A. Palma
Dir. Public Relations.....Albert Boyars
Vice-Pres., Slides.....Pud Lane
Services Offered—Facilities for production of live and animated commercials and industrial films. Print and shipping service.
Productions — TV commercials; Tide, Camels; Winstons; Betty Crocker; Rheingold Beer; Pontiac; Prestone; Robert Hall; Old Spice; RCA Victor; General Electric TV; Bau Deodorant; Suco Paint; Saran Wrap; Old Gold Cigarettes.

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-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President.....Herbert 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.

Twentieth Century Fox Television Productions, Inc.

444 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320

President.....S. P. Skouras
Executive V.P.....W. C. Michel
Vice-President.....Lem Jones
Treasurer.....D. A. Henderson
Board of Directors.....S. P. Skouras,
W. C. Michel, D. A. Henderson, W. J. Eadie, N. B. Steinberg.
Services Offered—Producers and distributors of films for TV.

U. M. & M. TV Corp.

745 Fifth Avenue, New York 22, N. Y.
Phone: PLaza 1-3171

President.....Charles M. Amory
Vice-President.....W. Hardy Hendren, Jr.
Vice-President.....Carl J. Mabry
Services Offered—Producers and distributors of films for television.
Programs Offered — Sherlock Holmes; N.O.P.D.; Paris Precinct; Janet Dean, Registered Nurse; Tim McCoy; Flash Gordon; Gabby Hayes; Duffy's Tavern; Hank McCune; Junior Science; 614 Cartoon Subjects; 118 two reel varieties; 866 comedies and specialties in several categories. In production—"Tracers."

United Film Service, Inc.

(See UM&M TV Corp.)

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: Cleveland 2066

President Richard Ullman
Exec. Vice President... Marvin A. Kempner
Services Offered— Distributes and produces films and animated commercials.

United Press Associations

(See Program Producers)

United Productions of America

4440 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-President Robert Cannon
Vice-Pres., Treas. Ernest Scandon
V.P., N. Y. Office.... C. D. McCormick
Services Offered — Producers of TV film commercials and programs—specializing in animation, also animation production services.

United World Films, Inc.

115 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000

President..... J. M. Franey
V.P. in Chg. Sales..... N. E. Gluck
West Coast Production..... George Bole
Asst. Sls. Mgr..... Alfred Mendelsolm
Service Manager..... Errol Linderman
Services Offered—Producer and distributor of programs and spot commercials.

Productions — Coca-Cola; Pepsi-Cola; Philip Morris; Lux Soap; Campbell's Soup; Joy (P & G).

Unity Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LOnacre 4-8234

Gen. Manager..... J. H. Seidelman
Booker Sid Weiner
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.

9100 Sunset Blvd., Hollywood 16, Calif.
Phone: CRestview 4-6955
N. Y. Phone: LOnacre 4-8234

Western Div. Manager..... Jerry Weisfeldt
Bookers... Vincent Fiumano, Arthur Stevens
Productions—“Showmanship”; “Plus 80”; “Lucky 13.”

Van Praag Productions

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2687

2301 Dime Bldg., Detroit, Mich.

Phone: WOODward 2-4896

Pres., Exec. Prod..... William Van Praag
Exec. Vice President..... Marc S. Asch
Production Mgr..... Gilbert M. Williams
Director of Production..... Bert Lawrence
Chief Editor..... Oscar Ganstein
Business Manager..... Anita M. Palumbo
Mgr., Detroit Office..... T. H. Doenges
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 8-8190

President Lester 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: CIRCLE 7-2062

Exec. Producer..... Charles L. Turner
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; sound stage scene construction shop.

Video View, Inc.

7557 Sun-set Blvd., Hollywood 46, Calif.
Phone: HOLLYwood 3-4179

President Bradley Kemp
Vice-President Alan Lane
Services Offered—TV kinescopes of Shows, spots, or commercials. Make 16 mm. pilot films and all type commercials.

Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7378

President..... Joe Zuckerman
Secretary Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

Vidicam Pictures Corp.

210 East 5th St., New York 17, N. Y.
Phone: AL 4-7102

President Alfred Justin
Secretary Frances G. Gould

Prod. Asst.....David Reisman; Mort Dubin
 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: DUnkirk 8-0525
 N. Y. Phone: LOnacre 4-8000

Producer.....William J. Faris
 Production Mgr.....Mack Wright
 Director.....Bill Karm
 Cameraman.....Guy Rose A.S.C.
Services Offered—Sound, studios, camera and background projection.
Productions — “Gangbusters” production series.

Vitapix Corp.

509 Madison Ave., New York 22, N. Y.
 Phone: PLaza 8-3013

President.....Kenyon Brown
 Vice-Pres. & Gen. Mgr.....Edward Hall
 Vice-President.....Joseph Baudino
 Secretary-Treasurer.....Paul A. O'Brien
Services Offered—Distribution of film to member stations on a regional or national sales basis. Group buying of equipment.

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: HOLlywood 7-3111

President.....Robert Angus
 Vice President.....James A. Bank
 Asst. to Pres. & V.P.....John Angus
 Comptroller.....Phillip Leonard
 Supervising Ed.....Dick Fritch
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: HOLlywood 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 19, N. Y.
 Phone: CIRCLE 7-6797

Owner.....Roger W. Wade
 Production Manager.....R. L. Strickland
 Studio Manager.....G. Heidemann
 Art Director.....Clyde Strobsahl
 Prod. Co-ordinator.....Ann Koller

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,
 N. Y. ELdorado 5-0734

Producer Director.....George Wallach
 Production Mgr.....Joe Popkin
 Asst. Dirs.....M. Henry, J. Grossberg
 Dir. of Photography.....Kenneth Peach

Branch Office

Services Offered—Production of films for television features, commercials, facilities in N. Y. and Hollywood.

Calif. Studios, 650 N. Bronson Ave.,
 Hollywood, Calif.
 Phone: HOLlywood 5-8904

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
 Phone: NE 2-0787

President.....Jack B. Ward
 Vice-Pres., Gen. Mgr.....Olaf Olsen
 Vice-Pres., Prod. Mgr.....E. R. Cannavare
 Ctage Manager.....C. J. Hylick
 Secretary, Treas.....L. D. Haldimand

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: OLive 3-4440

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.
Productions—Our United States.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: OLive 3-4440

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution of all types TV Film.
Productions — Our United States; Craig Kennedy; Thrill of Your Life.

Western Television Corporation

Subsidiary of C & C Super Corp.
 460 Park Ave., N. Y., N. Y.
 Phone: MU 8-5365

President.....Matthew M. Fox
 Executive V.P.....Martin Robinson
 Vice-President.....Charles O'Brien
 Treasurer.....Martin Schildkraut
 Secretary.....George Wise
Services Offered—Owners of motion pictures for television.

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. Keilock
 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

Pres. & Treas.....William L. Snyder
 Vice-Pres.....Peggy Snyder
 Secretary.....Robert M. Davis
 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.

Raphael G. Wolff Studios, Inc.

5631 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOllywood 7-6126

President, Treasurer.....Raphael G. Wolff
 Vice-Pres., Dir. Creative
 Dept.....MacDonald MacPherson
 Exec., Editorial Dept.....David Lurie
 Studio Super.....Arthur W. Treutelaar
 Supervisor, Dir.....James Moore
 Mgc. Animation Dept.....Richard H. Blundell

Services Offered—Business 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: COlumbus 5-7040

Owner, Exec. Producer....Emerson Yorke
Services Offered—Producer of TV and other types of films.

Ziv Television Programs, Inc.

488 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
 V.P., West Coast.....Maurice Unger
 N. Y. C. Sls. Mgr.....Ben Firestone
 Eastern Div. Sales Mgr....Albert Goustin
 Central Div. Sales Mgr....Edward J. Broman
 Western Div. Sales Mgr....Jack Gregory
 National Sls. Mgr.....Walter Kingsley

Services Offered—Production, sales and distribution of television films for syndication.

Productions—“Man Called X,” “Highway Patrol”; “Science-Fiction Theatre”; “Meet Corliss Arch”; “Mr. District Attorney”; “I Led Three Lives”; “Eddie Cantor Comedy Theater,” “Boston Blackie,” “Cisno Kid,” “The Unexpected,” “Favorite Story,” “Yesterday's Newsreel,” “Sport Album,” “Story Theatre,” “You TV Theatre,” “The Living Book,” “Times Square Playhouse,” “Walter Lantz Cartoons.”

Zorro Productions

2400 West Mameda Ave., Burbank, Calif.
 Phone: TH 2-6131

Producer.....William Cottrell
 Business Manager.....Nat Winecoff

**FOR LISTINGS OF
 IMPORTANT
 PROGRAM PRODUCERS
 AND
 PERSONNEL SEE PAGE 733**

**Television Film
Producer and
Distributor
Personalities**

THE "WHO'S WHO"

OF

TELEVISION FILM

EXECUTIVES

TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES



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JOHN L. SINN, president of Ziv Television Programs, Inc., and World Broadcasting System, and executive vice president of Fredrick W. Ziv Co., guides the destiny of the firms in the production of filmed television shows. He is responsible for everything from the original idea to the picture on the viewer's set. John set out in life to become a lawyer, but after a year at the University of Chicago, he decided that his true vocation was in the entertainment field, and switched to Cincinnati University. After graduation, he gained a solid foundation in his chosen field by a stint at WLW, where he put in an eighteen-hour day, seven days a week. After a short career as a free-lance writer, John joined the Ziv Agency, where he has been ever since.

CARL STANTON, vice-president of NBC, of NBC's subsidiary, the Kagan Corporation, and head of NBC Television Films, came to the network as director of the Television Talent and New Programs department in 1949. He had gained experience with the advertising department of Sears, Roebuck & Co., on the West Coast. In 1934 the Stanford U. graduate joined the Lord & Thomas advertising agency as radio-producer-director. Among the programs for which he was responsible were the memorable "Amos 'n' Andy," "Lum 'n' Abner," and "Bob Hope" shows. After being named account executive for the American Tobacco account, he was named radio director when the firm became Foote, Cone & Belding. After six years with Dancer-Fitzgerald-Sample and its predecessors, Bob joined NBC, and within three years was named national program manager for the TV network programs. He was subsequently appointed director of the Film Division, and elected VP in 1953.



RALPH M. COHN, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born into show business, and has served apprenticeships in all its branches. Ralph is the son of Jack Cohn, executive vice-president of Columbia Pictures Corp., and was born in New York on May 1, 1914. After attending Cornell, he spent a year and a half in the legitimate theatre, and then headed for Hollywood, where he shortly became a producer. In 1941 he became executive producer of Darmour Productions, and turned out the "Ellery Queen" and "Crime Doctor" feature films. After service in the Signal Corps during the war, he formed Triangle Productions with Mary Pickford and Charles Rogers, and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.

MICHAEL M. (MICKEY) SILLERMAN, executive vice-president of Television Programs of America, Inc., was founder, and president, from 1938 to 1949 of the Keystone Broadcasting System, a network of more than four hundred stations. From that position Mickey, a native Baltimorean, joined the Frederic W. Ziv Company as a radio programs account executive, and a year later was appointed director of station relations of the World Broadcasting System, Inc., the Ziv affiliate. Prior to founding KBS, he was in the advertising agency field for five years. In addition to his heavy schedule with TPA, Mickey finds time to conduct the Sillerman "Sales Clinic."



MERLE S. JONES, executive vice-president of Columbia Broadcasting System Television, had the unique distinction of being one of the nation's busiest commuters a few years ago. As general manager of two CBS owned and operated stations in Los Angeles, he was constantly shuttling between headquarters in New York and the coast. In addition to these duties, he was head of the Columbia Pacific Network. With his appointment as vice-president, Merle assumed the varied duties of manager of the CBS owned stations, department handling of national spot advertising for a selected list of network stations, and became head of the Television Film Sales Unit before becoming executive V.P.



DAVID V. SUTTON, vice-president of MCA-TV Ltd. in charge of film division, is a lawyer turned broadcaster. A graduate of the University of Virginia and the University of West Virginia Law School, Dave never practiced law. Instead, he entered broadcasting with WBBM, Chicago, in 1940, as a salesman. He became Eastern sales manager in 1942, but was interrupted by a stint in the Marines. Doffing his uniform, he joined KMOX, St. Louis, as Commercial Manager, and then moved to CBS Radio Sales, after which he was in rapid succession general sales manager and vice-president in charge of sales of CBS-TV. The 43-year-old West Virginia native then moved to MCA as VP and member of the board of directors.

REUB KAUFMAN, president of Guild Films, is the man who gave Liberace to the American public. Reub, an alumnus of the University of Chicago, saw the possibilities in the unknown piano player, and in 1952 personally toured the country selling a film of Liberace to local stations. The rest of the story is history. Born in Russia in 1903, Reub's family moved to Tulsa before he entered school, and after graduation from college, he formed his own agency, Kaufman & Associates, and was responsible for the success of Jay's Potato Chips, with the slogan "A Pip of a Chip." In 1952 he formed Guild Films, and today has acquired a library of almost 700 Hollywood features and shorts, and almost 200 Looney Tunes cartoons.



GEORGE T. SHUPERT, president of the American Broadcasting Company Film Syndication, Inc., the 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 they create their own industrial film division, and was hired to organize it and handle sales. In 1943, he entered the television field as assistant to Paul Raibourn, president of Paramount TV Productions. Eight years later, 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.

MICKEY SCHWARZ, president of ATV Film Productions, Inc., started his film careers at the age 14, working summers in the film laboratories. By the time he had finished college he had been through the stages of printing, developing, negative cutting, printing, and editing. His first professional job was with the Meyer Reiger Film Laboratory in New York. Mickey moved back to the coast as an assistant cutter at the RKO Pathe studios, and in 1937 he became a charter member of the Society of Motion Picture Film Editors. He also worked with the Major Picture Studios, and Universal. During the war he served in the Air Force, and returned to produce live television programs, edited TV film shows, and in 1952 entered the film commercial field by forming his own company, the ATV Film Productions.



ELY A. LANDAU, president of National Telefilm Associates, has a long record of achievement for a young man of 35. A native New Yorker, and only nine years in the broadcasting field, Ely did a three year stint in the Army Air Force during the hostilities, and in 1947 joined the production staff for television of Raymond E. Nelson. Two years later he became the TV director of Moss Advertising, and later assumed a similar position for the Emil Mogul Co., Inc., where he was instrumental in building the video department to its present formidable proportions. In January 1954, he formed NTA. In his spare time, Ely authored the booklet, "Television Story."



EARL COLLINS, president and general manager of Hollywood Television Service, Inc., is a veteran of 26 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.

HAROLD L. HACKETT, chairman of the board, and president of Official Films, Inc., started his career as a sailor in the merchant marine, and is still traveling in his position with Official Films. This year alone he has made seven round trips to Europe, due to stepped-up production demands. After his stint at sea, Harold spent four years with NBC before joining MCA. In his twenty years with the firm, he rose to the position of vice president of radio and television, and gained the experience and background for his present position. He joined Official Films in 1953 in the capacity of president, and in 1955 became chairman of the board. Harold is a member of the NAITB, and of the Association of TV Film Distributors.



DWIGHT W. MARTIN, vice president of General Teleradio, Inc., came to the firm in June 1952, after six years as assistant general manager of the Crosley Broadcasting Corp. A graduate of the University of Cincinnati College of Law, he started his business career as a practicing attorney with the firm of Dinsmore, Shohl, Sawyer, & Dinsmore in 1934 and remained with them as an associate until 1943, when he entered the Navy. He returned to the firm as a general partner in 1945, but left to join Crosley the following year, ultimately becoming a vice president. After Dwight came to General Teleradio, he organized the Film Division, and his present assignment is as a member of the staff, which is concerned with operation of all divisions of the company.

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 Printing 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.



PAUL RAIBOURN, vice president and member of the Board of Directors of Paramount Pictures Corporation, is also Chairman of the Board of International Telemeter Corporation, of Chromatic Television Laboratories, member of the board of the NARTE, treasurer and director of the Allen B. DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. Associated with Paramount since 1921, his duties include supervision of budgets and planning, and of all of the firm's TV interests. A native of Illinois and a graduate of the University of Illinois, Paul spent four years with Bell Telephone as a design engineer. In 1937-8 he conducted a survey of TV developments here and abroad that gave Paramount an early edge in the field.



MAURICE J. RIFKIN, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wis., 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.

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 1935. 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.



MILTON GORDON, president of Television Programs of America, Inc., is the third member of the triumvirate of Edward Small and Michael Sillerman, who guide the fortune of the flourishing TPA. A financial wizard associated with multi-million dollar investments in television, Milt left active supervision of the Walter E. Heller Company, the Chicago banking firm where he had been vice-president, to enter the infant industry of TV. In 1946 he pulled the frozen food business out of the red, and later launched a new program for Capehart-Farnsworth. Milt also inaugurated the first split hemisphere financial deal between an American banking firm and English investors to produce the Academy Award winning motion picture, "The African Queen."

JEROME S. HYAMS, president of Hygo Television Films, Inc., and Unity Television Corp., spent 18 years with Commonwealth Films before founding his own firm in 1952. Starting in 1934 as an office boy, his first promotion came when they established their 16 mm motion picture department, when Jerry became a salesman. During World War II he served in the OSS film department, where he worked with John Ford. After the war he went back to Commonwealth as sales manager of 16 mm films. With the coming of television, Jerry helped establish and manage the sales activity. A resident of Great Neck, and a do-it-yourself gardener, Jerry held that position until he formed the Hygo firm.



FRED J. MAHLSTEDT, director of operations for CBS-TV Film Sales, is not only a pioneer in the television film industry, but has the unique distinction of having been a practicing architect for four years. Educated at the Pratt Institute's School of Architecture, he started in broadcasting with Erwin, Wasey, and the Kudner Agency. In 1939 he joined Columbia, where he has been ever since. He started as the chief of sales development for the research department, and moved to radio sales promotion, and then to spot sales. In June, 1950, he was given the job of organizing a film syndication unit, and has handled it ever since.



SHAMUS CULHANE, president and founder of the animation studios that bear his name, established the firm in 1945, after a long and meritorious association with RKO, Universal, Paramount, and MGM studios. Shamus worked on more than 250 animated pictures, and won six national prizes for his cartoons. For a period of five years he was with the Walt Disney Studios, working as a pantomime specialist on such pictures as "Snow White," "Pinocchio," and the "Pluto" series. He has produced animated telecommercials for Ajax Cleaner, Muriel Cigars, Halo Shampoo, and others. Since his start as a 15-year-old errand boy for the old Lantz Studios in New York, Shamus has come a long way, working at every job in the industry en route.



SAUL JEFFEE, president of Movielab Film Laboratories, started in the industry over a quarter of a century ago. Always mechanically inclined, Saul has combined business and pleasure in his hobby of tinkering in his home machine shop, and has developed many modifications which have contributed to the advancement of film processing. Saul's firm is finishing up an expansion program that will have increased the firm, 80 per cent of whose clients are television accounts, threefold. Saul is completely wrapped up in his work, but does find time to pursue a second hobby, tropical fish.



WILLIAM J. GANZ, president of the William J. Ganz Co., Inc., has produced over 1,000 films on a tremendous range of subjects for practically all major industries. At 20, Bill was a free-lance cameraman, and served as Universal Newsreel's Philadelphia representative, back in the early days of the news short. In 1919 he came to New York and started his own film business, specializing in the production of sponsored films for industry. Ganz films evolved as quickly as the industry, shifting from silent to sound in the late 1920's, and ten years later from black and white to color. In 1943 he formed the Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to clients.



JACK WRATHER, president of Wrather Television Productions, Inc., and part owner of station WNEW, New York, has business interests ranging from the oil industry to the resort field. In television, his firm is the producer of "The Boss Lady," and the owner of all rights to the "Lone Ranger," acquired from Trendle & Associates for a reported \$3,000,000. Jack started out in the then new field of TV with the purchase of KOTV Tulsa, and a year later, in association with Mrs. Helen Alvarez, KFMB and KFMB-TV, San Diego. At the present time he has applications before the FCC for a TV channel in Corpus Christi and a UHF channel in Boston. The Tulsa property was sold recently. Wrather's fortune was founded in the oil industry, and in addition to TV, has expanded to resorts in California and Nevada.



PAUL TALBOT, president of Fremantle Overseas Radio & Television, Inc., the largest distributors of radio and television material for the international market, got in on the ground floor of television with CBS in 1941. Following Army service during the war, he became American representative for the Italian Radio Network, and for Radio Andorra, which was 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 firm with a program on the air somewhere in the world every minute in the year. The firm has recently acquired two wholly owned branch offices in London, and Mexico City. Paul was the American representative to the recent UNESCO conference on international television and movies.



JAMES L. CADDIGAN, director of the Electronicam Division of the Allen B. DuMont Laboratories, Inc., is a veteran in the entertainment field, and a pioneer in TV network programming. His background includes radio, the legitimate theatre, and 15 years with Paramount Pictures and Paramount News. In 1947, Jim began supervision of programming and production for the DuMont Television Network, and led the way for the first full daytime operation by a television station, WABD, in New York. He was also responsible for the first science fiction series, "Captain Video," and the first big amateur show, "The Original Amateur Hour." In June, 1955, Jim was named director of marketing for Electronicam, and in January of this year became overall director of the division.

ARMAND L. SCHAEFER, president in charge of production for Flying A Productions, Inc., was born in Tavistock, Ontario. Following service in the U. S. Army tank corps during World War I, he entered pictures in 1924 as property man with Mack Sennett comedies. Following a career there where he also functioned as electrician, actor, etc., Armand became property man for Mary Pickford Productions and later functioned as assistant director and production manager for various independents. Becoming a director in 1932, Armand directed 13 serials, including Gene Autry's first. When Gene Autry Productions was formed in 1947, Armand resigned from Republic to become president of the company and in 1950, became president of Flying A Productions.



MARTIN N. LEEDS, executive vice-president of production at Desilu Productions, Inc., has been with Desi and Lucy since 1953. Marty holds one of the most responsible jobs in TV while still in his thirties. A graduate of New York University with the degree of bachelor of science and bachelor of laws, he was admitted to the California bar upon his arrival there. Desi Arnaz, Desilu prexy, was so impressed with the former CBS-TV business affairs director, that he brought Leeds into the Desilu picture in the second highest position in the firm. Leeds is also a vice-president of Motion Picture Center Studios, and chairman of the code committee for the TV industry. A veteran of the U. S. Army, he is married to the former Doris T. Segal and is the father of two sons.

GEORGE S. GLADDEN, executive vice-president for Academy Pictures, Inc., the commercial film production organization, joined the firm in November of 1954 after a varied career in the motion picture and radio fields. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. He designed and established the format of the firm's first major road show, "The Parade of Progress," which has been seen throughout the nation since 1936. In 1938 he joined Audio Productions as a writer-director and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, George served for 14 years as the head of the motion picture and film TV department of the J. Walter Thompson Agency. A graduate of both Cornell and M.I.T., he is married and the father of three children.



CHARLES E. RYND, president and chairman of the board of Audio & Video Products Corporation, was instrumental in solving one of the major headaches of network radio. Back in 1946 Charlie's efforts in behalf of "Operation Rynd" resulted in the technique of delayed network broadcasting via Ampex Tape Recordings, which solved the problems resulting from daylight saving time, and was quickly adopted by all networks. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charlie entered radio with NBC. From 1935 to 1942 he was with the network's sales and traffic, later moving over to ABC as sales service manager. He rose to become vice-president and assistant secretary of the company before leaving to form his own firm.



JOHN W. LOVETON, 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.

CHARLES J. BASCH, JR., president of Television Screen Productions, and in partnership with his wife Frances Scott, Basch Radio-TV Productions, has been a producer of radio shows and commercials for 21 years, and has been in television for ten. Born in Newark, New Jersey, Charlie spent his early career in the manufacturing field, leaving it in 1929 for a Wall St. job. He spent two years in the financial world, before teaming up with his wife in show business. His wife, "Scottie," was radio's first woman roving reporter at the time they formed their own firm. Charlie conceived and directed many of the nationally known spots on the air, and have handled live shows and commercials for many clients. They formed Television Screen Productions in 1949.



GUY V. THAYER, vice-president and general manager of Rowland 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 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.

TOM VALENTINO, head of T. J. Valentino, Inc., has been supplying the radio, theatre, and television world with sound effects and mood music for the past 20 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 sounds for practically all the shows on Broadway, not to mention little theatres all over the country.



JOSEPH PLUNKETT, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theatre, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theatre (formerly the New Theatre) and also produced plays under his own management, then was appointed managing director of the Strand Theatre in New York. He produced pictures for Paramount 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.



WILLIAM F. BROIDY, president of Wm F Brody 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. Brody 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.

EDGAR G. (TED) SISSON, director of the NBC Film Division, is responsible for the sale, advertising, and kinescoping of the vast NBC film library. Ten years service as a mechanical and radio engineer, in a consulting capacity for radio set manufacturers, preceded his directing-producing positions. He joined NBC's radio production staff, and directed "The Jack Benny Show," and "Your Hit Parade," among others. A Princeton graduate, where he helped start an experimental station, Ed became head of the radio department at the New York office of Lord & Thomas. He then spent nine years with Pedlar & Ryan, ultimately as VP in charge of radio, and then four years with N. W. Ayer. In December, 1953 he joined NBC as an associate producer, and the following month became director of the Film Division.



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.

NORMAN GLUCK, vice-president and general sales manager of United World Films, Inc., started up the ladder of the film business as an usher in his hometown of Racine, Wisconsin. From this beginning Norm went ahead to become the manager of many theatres throughout the East for both RKO and Skouras. Between 1936 and 1947 he managed movie theatres in Schenectady and Albany as well as several cities in New Jersey and New York. Following the end of World War II, in which Norm served in the army, he became affiliated with Universal Pictures and for two years managed the Park Avenue theatre. Later he moved to United World Television, the Universal subsidiary, in 1949. Two years later he assumed his present post.



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 Theatre" series. 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 Decors Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the Namso Enterprises Inc., merchandising firm serving the Crosby interests.



WILLIAM VAN PRAGG, head of Van Pragg Productions, produces and directs both film commercials and features for television. From a start in the industry as manager of a theatre, Van Praag got into advertising via a promotional scheme for theatres. 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 OWI. After a three-year hitch in 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.

HENRY "DOC" BROWN, president of Atlas Television Corp., has been in the motion picture business for over 25 years, and has experience as an exhibitor, owner of a chain of theatres, producer of motion pictures, and head of an international distributing organization. "Doc," a graduate of both CCNY and Columbia, founded Atlas in 1948, and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them freely. Since then Atlas has 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 Theatre Owners of New Jersey, and a Motion Picture Pioneer.



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. 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.

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.



EDWARD HOCHHAUSER, JR., vice-president of Muzak Corporation, vice-president and general manager of its Associated Program Service Division, and vice-president and director of merchandising for Muzak Corporation Franchise Division, initially joined APS as a field representative in 1951. He started in local radio in 1941, and in '46 joined the newly formed Transcriptions Sales, Inc., where he was successively account executive, sales manager, Eastern Division manager, and vice-president. After joining APS he was rapidly made sales manager, general manager, and in January of 1953, he was elected vice-president of Muzak. The 37-year-old Mr. Hochhauser is an alumnus of the University of Virginia, and a resident of Merrick, Long Island.



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, Paramount 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.

JAY BONAFIELD, general manager of RKO Pathe, a division of the RKO Radio Pictures, Inc., entered the motion picture field as a reel boy in the cutting department of Fox Movietone News. A native of Tunnelton, West Virginia, he was soon promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathe as newsreel film editor, and in his years in that capacity personally edited such outstanding news stories as the Hindenburg disaster, the Lindbergh case, the Morro Castle fire, and presidential inaugurations. He was transferred to the short subjects department, where he became head of the editing department, and then to production manager.



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," "Touchdown," "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.

KERN MOYSE, president of Peerless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Georgia, graduated from Harvard, and then from St. Lawrence Law School. He went to work in the Texas oil fields, and spent a period in the banking business in New York, where he became the managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. In 1934 Kern became vice-president of Peerless, and in 1946, president. He is a director of the Association of Cinema Laboratories, and of the National TV Film Counsel, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.



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. Traveling 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 over 200 inspirational films for both the TV and church markets.



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.

HERBERT SCHEFTEL, chairman of the board of Telenews Productions, Inc., started his career as a member of the New York Stock Exchange, but soon became interested in the production of visual news. In 1938 the first theater television projectors were being demonstrated, and he foresaw the possibilities immediately. He became involved in a chain of newsreel theatres, but the war in which Herb served as a major in the Air Force, intervened. After V-J day, he went to work in earnest producing spot news films for television. A graduate of St. Paul's School and Oxford University, Herb is a devotee of golf and bridge.



TOM LEWIS, president of Lewislor Enterprises, Inc., 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."

WILBUR J. STREECH, president of Wilbur Streech Productions, the TV commercial and animated film production firm, received early training as an animation artist for the Walt Disney studios. After Pearl Harbor, Wilbur served as a Captain in the Signal Corps photographic center in charge of the organization of production animation. Right after the war he became a partner in Triangle Films, when that firm was making a series of one reel musicals for Universal. In 1951, the UCLA graduate formed the present company on his own, some of whose clients include Cities Service, Brylcreem, Eno, and Kleenex.



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.



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

CHARLES E. SKINNER, president and executive producer of Charles E. Skinner Productions, Inc., was surrounded by show business almost from birth. He attended school on Hollywood motion picture lots, and acted as an assistant director on feature pictures at the age of fifteen. A long-time member of the Screen Directors Guild, Charlie used his Hollywood know-how in positions with the Jam Handy Company, and first transferred his talent from Hollywood to television when he converted the original "Big Story" series from radio to television. His film credits, besides seventy-three "Big Story" films, include "Murder in 'A' Flat," and "Les Paul and Mary Ford." His latest production is "Sgt. Preston of the Yukon."



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.

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.



HERBERT R. PILZER, president of Circle Film Laboratories, Inc., is the son of a prominent Viennese film producer, and has an extremely broad technical and business background. Born in Vienna, he was educated at the Theresiansche Academy in that city, and continued his studies at the Marigny Institute, and at the Sorbonne in Paris. During 1941-42 Herb produced a number of films for the war effort in association with the Harmon Foundation. The following year he joined Circle Films, and three years later, in 1946, was elevated to the position of general manager. Quickly realizing the future of film on television, he oriented the firm toward that objective. In 1953 Herb was elected president of the firm.



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.

MILTON J. SALZBURG, president of Cornell Films, Inc., and of Pictorial Films, Inc., 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.



BURT BALABAN, president of Princess Pictures, Inc., received his first experience with Paramount Television in 1946, after a tour of duty with the Marine Corps as a combat photographer. A native of Chicago, Burt attended Roanoke College, Virginia, and summers worked for the National Screen and Photographic Studio. He spent fourteen months in the Pacific, making D-day landings in the Marshalls, Saipan, and Guam, along with extensive aerial photography on bombing missions. His first work with Paramount TV was obtaining film programs for KTLA and WBKB, Chicago. Later, he managed the firm's film department, and was in charge of film programming, and the company's syndicated program distribution.

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.



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.



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.

VINCENT J. NOLA, head of Nola Studios, Inc., was born in Italy and came to the U. S. at the age of ten. 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. Realizing the pressing need for rehearsal studios he established 16 of them in Steinway Hall, and equipped most of them with recording facilities. Needing more space, he brought his total number up to 32 with rooms in the WMCA building, six of which are equipped for making tape and disc transcriptions as well as for making TV films.



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.

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 Paramount 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.



CHARLES MICHELSON, president of Charles Michelson, Inc., is one of the principal contacts between Australian and American television. He is the buying agent for much of the TV programming planned for "down under," and has purchased many radio scripts for Australian use. U. S. shows using his library include the "Hallmark Hall of Fame," "GE Theatre" and "Studio One." Mickey, a Columbia graduate, worked in the stock exchange and the family export firm before turning to the entertainment field. He began selling radio transcriptions in the early thirties, and through the years his operations expanded to a world-wide scale. Lately, the firm has included domestic TV distribution in its operations.



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 theatre 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 theatres, Jack finally settled as manager of the West Coast RKO Hill-Street theatre in Los Angeles, later becoming Western Division manager of RKO theatres. 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.

HAROLD R. LIPMAN, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering at 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.



EMANUEL H. DEMBY, president of Demby Productions, Inc., is a spare-time writer, and author of "My Forty-Year Fight For Korea," published by A. A. Winn & Co., in 1952. His first break into radio came at 15 when he did a news program on WMCA. Before the war Manny was an independent producer and writer, and was also a director for the Winer Co., and Arthur Rosenberg agencies. He wrote and produced "One Year Ago Today," and "It Takes a Woman." After discharge at the end of the war, during which he did a wire recorded show from Paris, "The Rainbow Corner," he organized the present firm. Plan—to shift to feature films for theatre showings, present productions include "Hollywood to Broadway," "What's Playing," and "How To Be a Cowboy," all produced in New York.

HELEN "BIJOU" KELLEHER, president of the Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. "Bijou" had received early preparation for her duties due to her early association with the financial and commercial world through her banker father and shipbuilder brothers in Kingston, New York. Further business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. Since she took over the helm of Empire in 1943, the firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations, on transcription, spots, and jingles.



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."



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.

PETER M. ROBECK, sales manager of the film division of General Teleradio, possesses a well rounded background in merchandising and sales. Born in Wisconsin but raised in California, Pete had his first position with CBS interrupted by five years in the Air Force. After V-J day he became merchandising manager of KTTV and of the Columbia Pacific Network. The young graduate of the University of California advanced to become sales manager of the station, followed by a position as sales manager of Consolidated Television Sales. After a series of merger agreements with Jerry Fairbanks, Inc., the firm altered its name to Consolidated Television Sales. Pete later joined General Teleradio.



JACK ASHER of Lab-TV has been a photographic salesman in 46 of the 48 states, missing only Washington and Oregon. In the industry for over a quarter of a century, Jack has been associated with the Gevaert Co., and for eight years with the photographic advertising page of the old New York Sun. He has also been a photographic buyer and consultant for U. S. Navy Ships Stores, and advertising manager of Photo Trade News. Jack has been an active Mason for many years, and is a member of the Society of Motion Picture and Television Engineers.

ED THORGERSEN, veteran news and sports commentator, opened his own offices in 1953 to produce and participate as a TV personality in live and filmed programs, for both sports and industrial exploitation and sales promotion. Ed's microphone career began back in 1927 as an announcer with NBC, broadcasting news, sports, and special events. Six years later Ed joined the expanding editorial staff of Movietone News where his face and by-line 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 Thorgeresen's Sports Review."



DAVID A. BADER, vice president and general manager of Atlantic Television Corporation, has a rich background gained in careers both here and abroad. He joined Universal Pictures in 1920, and was with them until 1935 as manager of press campaigns, and as personal representative for Carl Laemmle. In 1936 he formed a literary firm in London, David A. Bader, Ltd., and in 1938 became president of Literary Corporation Ltd. He worked with George Pal Productions from 1940 to 1942. After handling the trade relations department for Twentieth Century-Fox, he entered the 16 mm. field, editing and publishing trade periodicals. In 1952 Dave joined Commonwealth TV as executive assistant to Mort Sackett, and in 1954 joined Atlantic as executive vice president in charge of sales. He is also VP of the parent company, Astor Pictures Corporation.



DAVID PIEL, independent producer of commercial productions, TV spots, sales training films, slide films; creator-producer-director of the new "Story Films" now running on "Captain Kangaroo" over CBS-TV. During Piel's days at Yale, he conducted a radio program called "Gullible's Travels." His children's "spectacular," "Golden Time," (in color) was produced for NBC-TV with Simon & Schuster for Christmas-time viewing. He got his first start in theatrical and commercial films with Louis de Rochemont's "Your World and Mine" series—36 geography films aimed at children. Has to his credit many documentaries, two of which won awards at the Venice Film Festival; one of his training films was awarded first prize by N.A.V.P.

DON L. KEARNEY, vice-president in charge of sales for the American Broadcasting Company film syndication division, was assistant manager of ABC-TV before taking his present post. A native New Yorker and a graduate of Fordham University, Don was a sports reporter and commentator on several local stations before World War II. After Pearl Harbor he served in the European Theatre as an infantry and public relations officer, and returned to civilian life with the Katz Agency, and later with the Mutual Network as sales manager for cooperative programs. In 1951, Don moved over to ABC as manager of TV spot sales, and soon moved up to become national sales manager of ABC owned TV stations.



MAX ALEXANDER, vice-president and secretary of M. and A. Alexander Productions, was born in Cassell, Germany, and first entered the motion picture industry in Berlin in a production capacity. Among other producing organizations he was associated with were UFA Studios and Universal. After gaining a reputation in several European capitals, he came to Hollywood and joined Abe and Julian Stern, the pioneer producers. In 1931-32 he was associated with Phil Goldstone in several producing ventures. Max then formed his own firm and made more than 100 pictures, many in association with his brother, Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949 he and Arthur formed M. and A. Alexander Productions.

G. RALPH BRANTON, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theatre management which led to his entry in the TV field. He served as supervisor for F & R Theatres 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 theatre nor television has yet remotely realized the full audience potential within its grasp."



AL STAHL, president of Animated Productions, had his first cartoon strip nationally syndicated when he was only 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work for the Army Signal Corps during World War II. He opened his own studios after V-J Day, and produced his first animated cartoon show in 1946. A pioneer in the television field, 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.



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 stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Cisco Kid Pictures, Inc., he produced 39 Cisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.

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 theatre manager, Jim's first theatre job was bicycling features to his father's theatres. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their hooking 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 Cneffects 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.



WESLEY GIBBS of Lab-TV started in the Kodak Research Laboratory in 1918 and has been engaged in many lines of technical photography, as well as being a noted writer on photographic subjects for over 35 years. His experience includes time as a cameraman in the old days at Fort Lee, chief physicist of the Fleischman Yeast Laboratory, chief photographer of Liberty Magazine, and for over 12 years in charge of the technical work at the Gevaert Co. During World War II, Wesley was on the War Production Board in charge of photo equipment production and allocation, later handling surplus photo property through the Treasury Department. Wesley is a well-known film exhibitor in salons throughout the country, and an Associate of the Royal Photographic Society of London.

ROBERT M. SAVINI, president of Atlantic Television Corp., started in the film industry in 1900 when he invested in a penny arcade in New Orleans, when he was only 16. He has been connected with the film industry ever since. In 1904 he formed Dixie Films, a distribution company, and later owned a chain of theatres. In 1926 he came to New York and founded Astor Pictures, the first company to distribute major re-issues. When television was just starting, he was among the first to rent pictures to the new medium, supplying RCA and DuMont's early experiments. He formed Atlantic Television in 1950.



ARTHUR ALEXANDER, president of M. and A. Alexander Productions, and a member of the board of directors, began his career in the department store field in Germany, where he was born and educated. When he switched to motion pictures he joined the Universal Studios in Frankfort, Germany, and in 1929 came to Hollywood as an assistant director, and a year later 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 they entered the television distribution field, and now handle more than 200 properties. The brothers Alexander also handle the production of television commercials and spots.



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 21 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.

MANNY REINER, general sales manager for IFE Releasing Corporation, joined the firm in October of 1955. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his present position he was vice president of Guild Films, Inc., and had also been vice president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933, and then was associated with MGM, Monogram Pictures and Paramount. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-50 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Sam Goldwyn added further experience to Manny's already full career.



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. "ARCHIE" MAYERS, general manager of Standard TV, was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor. 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 organized and headed, as president, Unity Television Corporation, and also served as general manager. Five years later he disposed of all his interests in Unity, and in the latter part of '55 became general manager of Standard. Archie has served as president of the National Television Film Council and is currently vice president in charge of distribution for the council.



EDWARD SMALL, co-founder and chairman of the board of Television Programs of America, ran away from his Savannah, Georgia, home at 15 to go into vaudeville, first as a performer, and later as a producer and manager. In 1942 he went to Hollywood for a brief stay, but instead soon established himself as the leading manager in Hollywood, representing as many as 300 leading names. Ed has been closely identified with launching and developing the careers of some of the all time film greats, including John Gilbert, Corinne Griffith, Norma Shearer and Robert Donat, who was an unknown when Small chose him for the lead in "The Count of Monte Cristo." Still under contract to United Artists as an independent feature producer, Small has made over 150 feature films, 27 of which make up the Edward Small Feature package.



ROBERT SANDE, president of Song Ad Film-Radio Productions, Hollywood, founded the firm in 1950. A native Californian and a graduate of the University of California's Santa Barbara campus with majors in both speech and music, Sande pioneered the merchandising with music technique for TV and radio commercials. His earlier background as both a top professional musician and an advertising agency executive are probably unique in the film-radio production world. Sande's talents, together with those of Don Estey, Del Porter and Larry Greene, his partners, have built Song Ad Film-Radio Productions into one of the largest producers in the business, serving many of the nation's top agencies and advertisers. Their specialty, fully integrated film-radio merchandising campaigns that give sponsors extra mileage per dollar.

FRANK FERRIN, owner of the production company bearing his name, produces, writes and directs "Andy's Gang," the TV film series starring Andy Devine and Nino Marcel. Ferrin created the property for radio in 1940 as "Smilin' Ed's Gang" with the late Ed McConnell. It began on TV in 1950. After McConnell's death in 1954, Ferrin discontinued the radio show and changed the TV film version to "Andy's Gang." Ferrin entered radio via WTCN in his native Minneapolis, some thirty years ago, with the comedy act "Nels and Ole." Later he organized Midwest Recordings, Inc., radio transcription firm, and then joined Henri, Hurst and McDonald in Chicago as VP in charge of radio. In 1942 Ferrin moved to the Leo Burnett Agency in the same capacity. In 1946 he formed the Frank Ferrin Co.



SIDNEY PAUL SOLOW, vice president and general manager of Consolidated Film Industries, has been affiliated with CFI since he graduated from New York University in 1930. Advancing from chief chemist to plant superintendent to his present position as head of the Hollywood lab, Sid Solow has been instrumental in the growth of CFI to its current status as one of the top TV film laboratories in the nation. In addition to directing a company that processes some 70% of all west coast produced film for TV, Sid is active in the Academy of Television Arts and Sciences, Academy of Motion Picture Arts and Sciences, the Society of Motion Picture and Television Engineers, and virtually every charity involving the motion picture industry. He has been a lecturer in Cinema Arts at the University of Southern California since 1947.

MAURICE BECK, together with Ed E. McElore produced a film series entitled "Texas Rasslin'" which has proven to be one of the highest rated sports shows on TV. This film started when they realized that wrestling in other states lacked color, speed and roughness so desired by the spectators. A native Texan, Maurice aspired to be an attorney, but after two years of legal study, changed to banking by accepting a job at the Federal Reserve Bank in Dallas, where he graduated from the American Institute of Banking. Leaving banking he acquired an interest in one of the largest power laundry and dry cleaning plants in Texas and operated this business for seven years, before entering the entertainment field.



MAURICE UNGER, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. After completing his education, he joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947, working with its affiliated firms as general manager. He also served as president of its Tom Collins Corp. From 1947 to 1950, he was president of the Charles A. Maish Company. Then, in 1950, he joined the Frederic W. Ziv Co. When the firm went into TV production five years later he moved to the West Coast, where he now heads up the firm's TV film operations. Expansion of these operations has included the acquisition of the American National Studios, to accommodate the widened scope of Ziv production schedules.



MARCEL LEDUC, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, producers and distributors of television film, had a wide variety of experience in his business background before he became identified with the television film industry. For many years he was active in the export, import and financial fields. In 1953 he formed TV Cooperative Film Sales Co., Inc., distributors of television film. This company was dissolved when International TV Film Services was organized in 1954. In 1955 Inter-TV Films Ltd. was formed in Montreal, P. Q., Canada, with offices in many leading cities, including New York, Los Angeles, Montreal, Toronto, London, Paris, and Rome.

G. CARLETON HUNT, president of General Film Laboratories Corporation, has been connected with the entertainment industry since 1923. He started out with the Hunt theatre chain, moved in 1929 to the Warner Theatres, spent several years as production and stage manager with various stage groups, and was associated for 10 years with RKO Studios as assistant head of the editorial department. Mr. Hunt was elected Governor of the Academy of Motion Picture Arts and Sciences, and has recently been made a Fellow of the Society of Motion Picture and TV Engineers. He entered the TV field in 1951 through the acquisition of Paramount Picture's film laboratory. In allied fields, he is an officer of the Fonda Corporation, builders of motion picture processing equipment, and is vice-president of Unicorn Engineering Corporation.



DANIEL HERBERT KAHN, treasurer and sales manager of Olympia Film Productions, Inc., has a broad and unique background in film and television. A graduate engineer, he has served a rough apprenticeship in practically every phase of the advertising and film business. The second World War interrupted his engineering studies at Bucknell University, and after serving in the Navy, he entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. On leaving the service, he joined the New York Port Authority where he specialized in preparing manuals on handling electronic equipment. In 1953, he became Media Director and account executive at the Lester Harrison Advertising Agency. He joined the staff of Olympia Films early in 1955. His Hobbies? Three: Sailing in the summertime; skiing in the winter; music at all times.

MELVIN GOLD, president of Mel Gold Productions, Inc., started his film career with MGM in Chicago in 1931 as assistant office manager, soon moving to the Reinheimer circuit to manage theatres in Hammond, Indiana. His later experience includes the operation of his own advertising agency, advertising manager of Filmack Trailer, and manager of the Vogue Theatre, Hollywood. In 1943 he joined National Screen Service and served as director of advertising, and later as east coast film production and TV manager. In June, 1954, he formed the Mel Gold Productions. In 1948 Mel founded the National Television Film Council, and has served as both president and chairman of the board. In February, 1955, he was elected an honorary lifetime president. Mel is a member of the Academy of Television Arts and Sciences, of the Variety Club, and of Cinema Lodge.



JOSEPH S. SALZBURG heads the motion picture and TV film service company bearing his name. The firm supervises the production and editing of theatrical, non-theatrical, commercial, and TV films for producers. Joe has been associated in executive and managerial positions with Pictorial Films, Pathe, Associated Artists Productions and Motion Pictures for Television, Inc., before organizing his own firm. During World War II, Joe was a G. I. production supervisor with the first motion picture unit of the Army Air Forces. He has been called in for special film projects of the Department of Defense from time to time. Known and liked by all in the film business since his knee pants days, Joe is a native New Yorker and a member of the Motion Picture Pioneers.



JOHN H. MITCHELL, vice-president and sales manager of Screen Gems, Inc., started his career by way of the mail room of Erwin, Wasey, & Co., and was quickly promoted to the radio department. A native of Rochester, New York, Jack then spent six years with the Mutual Network, organizing and managing the first sales service department. Following his war service, he joined the Honel Corp., and was instrumental in obtaining exclusive area distribution for a number of American products. In 1948, as United Artists television vice-president and general manager, John helped organized UA's TV department. In 1952, he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.

DON FEDDERSON is the creator and producer of the phenomenally popular CBS teleseries, "The Millionaire," and "Do You Trust Your Wife?," as well as the long-running program "Life With Elizabeth." Fedderson is also readying three new video series for coast to coast presentation this coming season. Don came to television after an eminently successful career in radio, and was immediately outstanding as a showman in the new medium. He was the original producer of the Liberace shows on TV, and today he heads one of the biggest production organizations in Hollywood. He was born in Beresford, S. D., and grew up in Kansas City, where he began his business career as a newspaper advertising salesman. From ad selling in San Francisco, he drifted into radio, graduating from jobs as station manager into the production end of the industry in Hollywood.



EDWARD NASSOUR, vice president and treasurer of the Nassour Pictures, Inc., producers of feature films, television films, and television commercials, in association with his brother, William, built the Consolidated Studios in 1945. Five years later the property was sold to the Los Angeles Times, and at the present time station KTTV is on the site. Ed is the producer of the television film series, "Sheena, Queen of the Jungle." He has invented and developed many technical processes for the motion picture industry, including Regiscope. As a producer and director, he just completed "Beast of Hollow Mountain" starring Patricia Medina and Guy Madison, in Technicolor Cinemascope for United Artists.

HARRY FLEISCHMAN, president of Louis G. Cowan, Inc., producers of 1955's greatest hit, and one of television's all-time greats, "The \$64,000 Question," is a native New Yorker, but grew up "down east," to wit, in Portsmouth, New Hampshire. The popular Cowan prexy, an ardent golfer, received his degree from Boston University, following which he was associated with Gilbert Miller for over a decade and a half, mostly as general manager. Harry devoted the greater part of a two year sabbatical to bringing his golf score into the low seventies, and is still trying to improve his game. In April, 1951, he joined the Louis G. Cowan, Inc., organization, and four years later, in August of 1955, became president of the production firm.



KENNETH HYMAN, executive vice-president of Associated Artists Productions, Inc., entered the television field in 1947, when the industry was just getting started. As a member of the sales staff of Associated Artists Productions, Ltd., one of television's pioneer feature film distributors, he was an early advocate of the programming strength of Hollywood's feature product in the television picture. He left AAP to serve in the United States Marine Corps. After two and a half years in service, he joined a production unit of Monogram Pictures, working as an assistant director. With actual production experience behind him, he returned to AAP in 1953 on a sales mission to take up once again the use of feature film on TV.

TV Film Production Abroad

LAYMEN looking at film production abroad by American companies, for distribution here in the United States, are of the general opinion that it is cheaper to produce overseas than in the U. S. Most of them base their opinions on the cheaper labor that is accessible outside of this country, but the consensus of opinion of film producers, who are producing films abroad for distribution here, is that in the long run, costs are equal. This is primarily due to the facts of importing actors to foreign countries, and the longer period of time it takes to make pictures there.



The European continent, mainly France and Italy, as well of course, as England, have been the locations that have primarily been used up to the present time. The Asiatic countries have been virtually left untouched, and according to Julien Bryan, head of the International Film Foundation, Japan would be a likely place to produce films, due to the comparatively low cost of labor and rental of equipment, as well as the industriousness of the Japanese, and the fine color reproductions made there. As far as actors are concerned, the producers can employ Americans, as well as other English speaking peoples, and their families living there.



The real boom in foreign film production by Americans, for distribution here, is over. The boom was a boom only when it was new. It has settled down now due to the equalization of costs, but the industry can look forward to seeing more films produced abroad by Sheldon Reynolds, as well as such companies as Official Films, Guild Films and ABC Films.

LIST OF FILM SERIES, COMPANIES WHICH PRODUCED THEM AND WHERE SHOT

ABC Films — current

1. "Douglas Fairbanks, Jr. Presents" — England, Italy, Germany
2. "Sheena, Queen of the Jungle" — Mexico
3. "Three Musketeers" — Italy

Outlook — Company will start:

1. "The Americano" — half-hour series — Spain

Guild Films

1. To co-produce 39 half-hour films in England.

Outlook: Company is expanding internationally. It is in the process of determining what countries to expand in.

Official Films

1. "The Adventures of the Scarlet Pimpernell" — England
2. "Robin Hood" — England
3. "The Buckaneer" — England
4. "A Knight of the Round Table" — England (tentative title)
5. "Mr. Pastry" (shooting pilot) — England

Outlook: Official Films will do three series yearly abroad.

NBC Film Division

1. "Crunch and Des" — Bermuda

Outlook: NBC Film Division has no plans for continued production abroad.

National Telefilm Associates, Inc. distributing:

1. "Lilli Palmer Show" — London, England
2. "Television Playhouse" — England (one hour dramas — current)

Both NTA shows produced by Harry Alan Towers.

Television Programs of America

Approximately 10 or 15 "Count of Monte Cristo" episodes shot in England.

Outlook: If renewed, "Captain Gallant" will be shot in Africa.

Ziv TV

Shooting background material for "Man Called X," in Paris, West Germany, Rome, Mexico City, and Latin America.

Commercial Television in Great Britain

APPARENTLY, British commercial TV is having an easier time with its growing pains than even optimists expected. Losses at the end of the first quarter of operation were reported as slightly below those calculated by the two program contractors handling the programming in the London area. Based on first quarter figures, cost of airing programs during the first year of operation will run at between \$22,500,000 and \$25,000,000, while revenue from advertisers will total somewhere between \$20,000,000 and \$22,500,000, leaving a deficit of from \$2,500,000 to \$3,000,000.

The ITA (Independent Television Authority) required program contractors to show financial resources of \$3,525,000 before receiving a franchise, this requirement being based on the assumption that British commercial TV would follow the American pattern, showing a loss for three years before it began to pay off.



Estimates are that in order to break even this year, with production costs running at current high levels, 90 per cent of commercial availabilities would have to be sold out. At present, about 70 per cent of the commercial positions have been sold.

The two contracting companies, Associated Rediffusion and Associated Television, provide all programming in the London area, the former producing all weekday shows and the latter all weekend programs.

Extension of the ITA service into Birmingham and Manchester may brighten this picture for them with added revenue and less production cost. The Birmingham schedule uses Associated Rediffusion shows on the weekend and Associated Television programs during the weekdays.



Both companies initially originated seven hours of shows per day but withdrew from the morning hours when they found this time unsalable. This was one of the several sad factors commercial TV in Britain learned the hard way. There were many lessons thus learned. A much heralded concert program which did not come through with an audience and caused a quick retreat from cultural type programming. The price at which TV gobbles up time and talent, in spite of the much publicized findings in America, was underestimated and this was reflected particularly in drama shows which achieved a high level during the first few weeks of operation but suffered an abrupt decline immediately thereafter.

There are reports that the contractor companies found cutbacks in staffing necessary

once operations got underway. The matter of personnel left BBC positions for the more lucrative offers held out by program contractors.

The impact of commercial TV on the BBC TV operation, apparently has been a healthy one though it did put a premium on some programming through competitive bidding. BBC had to up the ante in bidding for such events as sports. BBC has signed contracts to televise some of the most important sports events to be available to the medium during this year.



Estimates of the commercial TV audience in the London area during the last week of January were based on 600,000 of the 1,500,000 TV homes in the area owning all-channel sets. A little under 8,000 all-channel sets were being sold per week, and a like number were estimated as being converted to receive both BBC and ITA telecasts. Potential audience in Birmingham is estimated at one-half that of the London peak, 400,000 sets having been converted as of January 31.

As a market for American TV film fare, law puts strict limit on the amount of programming which can be bought, stipulations requiring that 75 per cent of the programming must be British product.



However, this aspect of the scene has already brought added revenue to U. S. TV film producers, substantial sales having been consummated on several American series. This is a two-way lane. American advertisers provide a substantial chunk of the advertising revenue now being collected for ITA programming.

The rate structure for advertising has required revision and probably will undergo further readjustment. In approximate dollar amounts, a minute of advertising on a week day costs \$900 in off-peak hours and about \$2800 in the peak period (7:55-10:05 p.m.).

Advertisers have no actual voice in the placing of commercials but program contractors are co-operative in spotting them to reach the type of audience an advertiser is attempting to reach. There is no such thing as program sponsorship permitted in Britain.

Phenomenal results have been reported by some American firms using commercial TV in England, several cases of 100 per cent increases due to TV advertising being listed.

Most rating services report an even division of audience in the London area, reports in January running approximately 60 to 40 in favor of BBC on weekdays and the opposite on weekends.

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(Also see Equipment Manufacturers)



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S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y. PLaza 7-0440

Cinema Research
 7000 Romaine OLdfield 4-4117
Color Reproduction Co.
 7936 Santa Monica Blvd. (46) HOLlywood 4-8225
Consolidated Film Industries
 959 Seward St. (38) HOLlywood 9-1441
Eastman Kodak Research Laboratory
 1017 N. Las Palmas Ave. (38) HOLlywood 5-7151

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y. JUdson 6-1420
Century Projector Corp., 729 7th Avenue, New York, N. Y. CIrcle 5-7048
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y. BEekman 3-4170
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y. TRiangle 5-4152

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 1153 N. Highland (38) HOLlywood 9-5808
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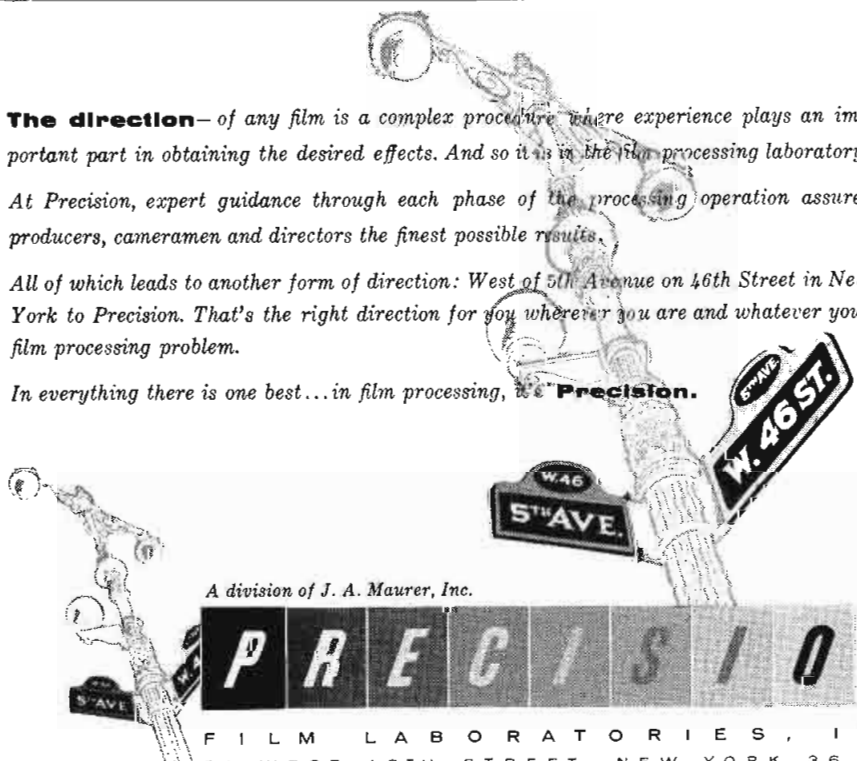
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760 Gough St. HEMlock 1-6567
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Wild Life Film Co.
5161 Strohm, N. Hollywood. S'Panley 7-5845

NEW YORK, N. Y.

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Miles Film Library
729 Seventh Ave. COlumbus 5-5400
 NBC Film Library
30 Rockefeller Pl. CI 7-8300
RKO Pathe, Inc.
106 E. 106th St. SAcramento 2-2800
 Stock Shots To Order, Inc.
550 7th Ave. CIrcle 6-0690

Cartoon Producers

LOS ANGELES, CALIF.

Cinema Research Corp.
7000 Roman St., H wood (CS) OLdfield 4-1117
Disney, Walt
7100 W. Alameda, Burbank. VICTORIA 9-3461
Glonar (Sid) Productions
6618 1/2 Sunset Blvd. (38) HOllywood 4-0406
Lantz, Walter
861 Seward St. HOllywood 9-2907
Mercer, Ray
4241 Normal Ave. NOrmandy 3-9331
Metro-Goldwyn-Mayer
Culver City TEexas 0-3311
United Productions of America
4440 Lakeside Dr., Burbank. TH 2-7171
Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave. HOllywood 5-4131
Terry, Paul
38 Centre Ave. NEw Rochelle 2-3166

NEW YORK, N. Y.

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Eshbaugh, Ted, Studios, Inc.
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Famous Studios
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VIP Service, Inc.
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7775.
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8-3233.
 New York 17, N. Y.: 60 E. 42nd St., MUrray
Hill 7-4242.
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Howard E. Stark
New York 22, N. Y.: 50 East 58th St., EL-
dorado 5-0405.

Screening Rooms

NEW YORK, N. Y.

Advance Projection Theaters
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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
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120 El Camino Drive, B. H....CRestview 6-1339

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Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....BRADSHAW 2-4062

Morris, William, Agency
151 El Camino Dr., B. H....BRADSHAW 2-4111

Music Corp. of America
9370 Santa Monica Blvd., B. H.
BRADSHAW 2-3211

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Swanson, H. N., Inc.
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New York, N. Y.

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Ashley, Ted, Associates
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Brandt & Brandt
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Brown, Curtis, Ltd.
347 Madison Ave.....MURRAY HILL 6-6170

Century Play Co., Inc.
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Cowl, Carl
516 Fifth Ave.....MURRAY HILL 7-6782

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Gaines, Blanche
350 W. 57th St.....PLAZA 7-0537

Hayward, Leland
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1639 Broadway.....COLUMBUS 5-1726

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545 Fifth Ave.....MURRAY HILL 7-4137

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Writers Workshop, Inc.
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Birmingham News: **Roger Thomas**
Birmingham Post Herald: **Jim Atkins**
Florence Times: **Ben Knight**
Foley Outlook: **Doris Rich**
Homewood, Shades Valley Sun: **Oliver Roosevelt**
Mobile Press: **Kenny Morgan**
Mobile Register: **Ellen Bolden**
Montgomery Advertiser: **Eldred Varner**
Phenix Citizen: **Ben House**
Sylacauga News: **Charles Greer**

ARIZONA

Flagstaff, Arizona Daily Sun: **Billy Vost**
Phoenix, Arizona Republic: **Marilyn Hanley**
Phoenix, Arizona Republic-Gazette:
Bobbie Johnston
Tucson, Arizona Daily Star: **John Fahr**
Tucson Daily Citizen: **George Rosenberg**

ARKANSAS

Jonesboro Sun: **Fred Troutt**
Little Rock, Arkansas Democrat: **Inez Macduff**
Little Rock, Arkansas Gazette: **Eugene Fretz**
Little Rock, Arkansas Gazette: **Jean Ragan**
Rodgers, Arkansas Daily News: **Alice Ann Nutter**

CALIFORNIA

Bakersfield Press: **Walt Little**
Bishop, Inyo Register: **Todd Watkins**
Braxley News: **Ray Barnes**
Burlingham Advance: **Ellis Walker**
El Centro, Post-Press: **Dave Galloway**
Eureka, Independent: **Wally Lee**
Hollywood, Citizen News: **Zuma Palmer**
Los Angeles Herald Express: **Bob Hall**
Los Angeles Examiner: **Jack Lait, Jr.**
Los Angeles Mirror: **Hal Humphrey**
Los Angeles Times: **Walter Ames**
Los Angeles TV Radio Life: **Jack Holland**
Marysville, Appeal Democrat: **Bill Monohan**
Merced, Turlock Journal: **Robert Blalock**
Monterey Peninsula Herald: **Jerry Root**
Monterey Peninsula Herald: **Fred A. Sorri**
North Hollywood, Valley Times: **Allen Rich**
Oakland Tribune: **Jim Abbe**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Bill Muoro**
Petaluma Argus Courier: **Bill Sobranes**
Red Bluff Daily News: **E. A. Wilson**
San Bernardino Sun-Telegram: **Doc Phillips**
San Diego, Evening Tribune: **Dave McIntyre**
San Diego Independent: **Bob Fritchard**
San Diego Union: **Don Freeman**
San Francisco Call Bulletin: **Bob Hall**
San Francisco Chronicle: **Terrence O'Flaherty**
San Francisco Examiner: **Dwight Newton**
San Francisco News: **Paul Speegle**
San Leandro Morning News: **Dave Houser**
San Luis Obispo Reporter: **Karl Friederich**
San Luis Obispo Telegram Tribune: **John Sarber**
San Mateo Times: **Bob Foster**
Santa Rosa Press Democrat: **Art Volkerts**
Ventura Star Free Press: **Frank Kerr**

COLORADO

Cortez Journal: **Russ Brown**
Cortez Sentinel: **Cal Beaber**
Denver Post: **Thompson Watt**
Denver Post: **Bob Watts**
Denver, Rocky Mountain News: **Earl Wennegren**
Fort Morgan County Herald: **Helen Cudworth**
Fort Morgan Times: **Robert Spencer**
Grand Junction, Western Colorado Reporter:
Lyle Mariner
Greeley Booster: **Loren Wallying**
Greeley Journal: **Red Edgerton**

CONNECTICUT

Bridgeport Herald: **Leo Miller**
Bridgeport Post: **Fred Russell**
Danbury News Times: **Bob Donovan**
Hartford Courant: **Jack Fitzgerald**
Hartford Courant: **M. Oakley Stafford**
Hartford Times: **Art McGinley**
Hartford Times: **Jane Furrell**
Hartford Times: **Barney Lasechver**
Hartford Times: **L. A. Young**

DELAWARE

Wilmington, Journal: **Mary Elizabeth Power**
Wilmington, Morning News: **Florence Kask**

DISTRICT OF COLUMBIA

Washington Daily News: **Dave Reque**
Washington Evening Star: **Bernie Harrison**
Washington Post-Times Herald: **Larry Laurent**

FLORIDA

Clearwater Sun: **Joyce Blum**
Cocoa Tribune: **John Pound**
Daytona Beach, News Journal: **Eva Broadhurst**
Fort Lauderdale Daily News: **Sherlee Nash**
Gainesville Daily Sun: **Jim Camp**
Jacksonville Journal: **Bob Dow**
Jacksonville Journal: **Marilyn Hodges**
Jacksonville Times Union: **J. J. May**
Lake Wales News: **Mary Kaye O'Hearn**
Melbourne, Daily Times: **Fred McFarlin**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitchison**
Miami Herald: **Jack Anderson**
Orlando Sentinel: **Edce Green**
Orlando Sentinel: **Carl Hunsinger**
Perry, Taylor County News: **Bill Griffin**
Plant City Courier: **Chuck Kline**
Sarasota, The News: **Virginia Rankin**
St. Petersburg Times: **Kit Craig**
Tampa Times: **Earl Dolbert**
Tampa Morning Tribune: **Phil Barney**
Tampa Tribune: **Paul Wilder**
Vero Beach, Press Journal: **Bob Curzon**
Vero Beach, Press Journal: **Harry Schu'tz**
West Palm Beach Post-Times: **Herbert Sites**
Winter Haven, News-Chief: **Robert Bobroff**

GEORGIA

Atlanta Constitution: **Paul Jones**
 Atlanta Journal: **Jon Barnes**
 Clarkesville, Tri-County Advertiser: **Charles Graves**
 Columbus, Ledger-Enquirer: **Tom Sellers**
 Dalton Citizen: **Mark Pace**
 DeKalb New Era: **Joe Baird**
 Gainesville, Daily Times: **Sylvan Meyer**
 Gainesville, Morning News: **Gene Blaine**
 Griffin Daily News: **Quimby Mellon**
 Hartwell Sun: **Max G. Pfander**
 Marietta Journal: **Bill Kenny**
 Newnan Times-Herald: **Ida Thomasson**
 Savannah Morning News: **Frank Rossiter**
 Toecoa Record: **R. W. Graves**
 Warner Robins, Press: **Lewis Smith**
 Warner Robins Sun: **Foy Evans**
 Waycross Journal-Herald: **Dorothy Smith**

IDAHO

Idaho Falls, Post Register: **Robb Brady**
 Lewiston Tribune: **Phyllis Budwegg**

ILLINOIS

Aurora Beacon News: **Bob Budler**
 Canton Daily Ledger: **Charlotte Buchen**
 Champaign News-Gazette: **Larry Stewart**
 Chicago American: **Janet Kern**
 Chicago Daily News: **Ethel Diccardo**
 Chicago Tribune: **Larry Wolters**
 Decatur Herald and Review: **R. C. Schaub**
 Eldorado Daily Journal: **Charles Branum**
 Harrisburg Daily Register: **Curtis G. Small**
 Hillside Proviso Times: **Jim Osberg**
 Jacksonville Journal-Courier: **Walt de Shara**
 Lansing Journal: **Bob Anderson**
 La Salle Daily News Tribune: **Jim Kampf**
 Marion Daily Republican: **Homer Butler**
 Moline Daily Dispatch: **Rene Burdick**
 Moline Dispatch: **Elizabeth McCarthy**
 Olney Daily Mail: **Bill Schaub**
 Pekin Daily Times: **Perry Stewart**
 Peoria Journal-Star: **Bill Conner**
 Peoria Journal Star: **Claude Jones**
 Georgia Journal Star: **William Lyttleton**
 Robinson Daily News: **K. V. Lewis**
 Rockford Morning Star: **Betty Thro**
 Rock Island Argus: **Charles Sanders**
 Springfield Journal: **Larry Shroyer**
 Springfield, Illinois State Journal: **Nancy Berger**
 Springfield, Illinois State Journal: **Bob Harris**
 Springfield, Illinois State Register: **Jim Armstrong**
 Springfield, Illinois State Register: **Carole Miller**

INDIANA

Evansville Courier: **Frances Bracey**
 Evansville Press: **Sally Kincaid**
 Evansville Press: **John McClain**
 Evansville Press: **Bish Thompson**
 Evansville, Sunday Courier-Press: **Jack Alexander**
 Fort Wayne, Journal-Gazette: **Jean Mack**
 Fort Wayne, News-Sentinel: **Peg O'Connor**
 Indianapolis News: **Jackie Freers**
 Indianapolis Star: **Julia Daugherty**
 Indianapolis Times: **J. Boyd Stephens**
 Indianapolis Times: **Casey Svenros**
 Jasper, Dubois County Daily Herald: **Simon Stemle**
 Jeffersonville Post: **Tom Jones**
 La Porte, Herald-Argus: **Don Benn**
 Muncie Evening Press: **Leon Parkinson**
 Muncie Star: **Jack Faris**
 New Albany Tribune: **Wayne Marshall**

IOWA

Burlington, Hawkeye-Gazette: **Jim Eland**
 Cedar Rapids Gazette: **Nadine Subotnik**

Cedar Rapids Tribune: **Morris Crosier**
 Davenport Newspapers: **Ina Wiekham**
 Des Moines, Register & Tribune: **Paul Cotton**
 Des Moines, Register & Tribune: **Ogden Dwight**
 Dubuque, Telegraph Herald: **Carl Ochs**
 Marshalltown, Times Republican: **Wendell Benson**
 Ottumwa Courier: **Evelyn Mowery**
 W _____ Courier: **Ken Murphy**

KANSAS

Atchison Daily Globe: **Charles Spencer**
 Coffeyville Journal: **Gene Sullivan**
 Hutchinson News Herald: **Paul Murphy**
 Manhattan Mercury: **William Colvin**
 Wichita Beacon: **Bob James**
 Wichita Eagle: **Bob Tonsing**

KENTUCKY

Bowling Green, Park City News: **J. Ray Gaines**
 Central City, Messenger: **Larry Stone**
 Central City, Times-Argus: **Amos Stone**
 Danville, Advocate-Messenger: **Ida Tipton**
 Greenville Leader: **Charles Taylor**
 Henderson, Gleaner & Journal: **Faneele Armstrong**
 Louisville, Courier-Journal: **Bill Ladd**
 Louisville Defender: **Jack Chancellor**
 Louisville Times: **Jack Eisen**
 Paducah, Sun-Democrat: **Bill Powell**

LOUISIANA

Alexandria Town Talk: **Bill Norworthy**
 Baton Rouge, Morning Advocate: **Charlie McGee**
 Baton Rouge, State Times: **Bob Morgan**
 Bogalusa Daily News: **Lou Major**
 Franklinton, Era-Leader: **Joe Foole**
 Jennings Daily News: **Harvey Laing**
 New Orleans Item: **Ted Lutzza**
 New Orleans States: **Bob Sublette**
 New Orleans Times-Picayune: **Ed Brooks**
 Shreveport Journal: **Doug Atkaway Jr.**
 Shreveport Journal: **Larry Ransom**
 Shreveport Times: **Pericles Alexander**
 Shreveport Times: **Jim Briggs**
 Shreveport Times: **Al Hewitt**
 Ville Platte Gazette: **Jules Ashlock**

MAINE

Augusta, Daily Kennebec Journal: **Paul McClay**
 Bangor Patriot: **Bill Smith**
 Portland Evening Express: **Joe King**
 Rumford Falls Times: **Everett Martin**

MARYLAND

Annapolis Evening Capitol: **Ham Elliott**
 Baltimore Evening Sun: **Hope Pantell**
 Baltimore Morning Sun: **Robert Snyder**
 Baltimore News-Post & Sunday American:
 Jennie Lea Bird
 Baltimore Sunday Sun: **James Brown**
 Hagerstown Daily Mail: **Garvin Hager**
 Hagerstown Morning Herald: **Joseph Harp**
 Rockville Sentinel: **Louis Lambach**

MASSACHUSETTS

Boston, Christian Science Monitor: **Maybelle Joyce**
 Boston Globe: **Elizabeth Sullivan**
 Boston Herald: **Bill Buchanan**
 Boston Herald Traveler: **Joseph Levine**
 Boston Post: **Howard Fitzpatrick**
 Boston Record: **Joe Purcell**
 Boston Record: **George Clarke**
 Boston, Record-American: **Anthony La Camera**



Boston Record American: Pete Stilla
 Brooklyn Enterprise: Malcolm Dalton
 Holyoke Transcript: Jeanne Szarek
 Hyannis Cape Cod Standard Times: John Rogers
 Natick Herald: Chick Welch
 Pittsfield Berkshire Eagle: Milton Bas
 Pittsfield Berkshire Eagle: Ed Farrell
 Springfield Union Daily News: Don McPhee
 Weylesley Townsman: Ed Larsson
 Worcester Evening Gazette: James Gougeon
 Worcester Sunday Telegram: Don Williams
 Worcester Telegram: Fred Rushton

MICHIGAN

Airvan Daily Telegram: Alice Kells
 Cheboygan Daily Tribune: Gordon Turner
 Detroit Free Press: Bettelou Peterson
 Detroit News: Herschel Hart
 Detroit News: Betty Hyde
 Detroit Times: Andy Wilson
 Flint Journal: Ralph Coulter
 Flint News-Advertiser: Leon Goldman
 Grand Rapids Herald: Sue Rogers
 Grand Rapids Press: Florence Kasprzak
 Muskegon Chronicle: Luella Shaler
 Port Huron Times Herald: Al Haugner
 Saginaw News: Herbert Spendlow

MINNESOTA

Detroit Lakes Becker County Record:
 Ralph Anderson
 Detroit Lakes Tribune: Wesley Meyers
 Minneapolis Star: Cedric Adams
 Minneapolis Star Tribune: Maxie McAllister
 Minneapolis Tribune: Wil Jones
 Moorhead News: Lloyd Sween
 Red River Scene: Jim Peterson
 St. Cloud Daily Times: Alta Theissen
 St. Paul Dispatch: Bill Diehl

MISSISSIPPI

Biloxi Daily Herald: Cosman Eisendrath
 Hattiesburg American: Elliot Chaze
 Vicksburg Evening Post: Burrell Conway

MISSOURI

Elizabethton Lead Belt News: W. L. Bouchard
 Jefferson City Sunday News: Chet Krause
 Kansas City Star: Robert Hoyland
 Rolla Daily Herald: Luther W. Martin
 Springfield Newspapers, Inc.: Dale Freeman
 St. Joseph Morning: Paul Priebe
 St. Joseph News Press: Arthur Burrows
 St. Louis Globe Democrat: Pete Kahn
 St. Louis Post-Dispatch: Warren Seaven
 Union Tribune: Bob Sturm
 Washington Citizen: Harry Stonecipher
 Washington Missourian: Bill Miller

MONTANA

Billings Yellowstone News: Chet Shore
 Libby Western News: Russ Little
 Miles City Daily Star: Gordon Spear

NEBRASKA

Fremont Guide & Tribune: Russell Weber
 Lincoln Journal and Star: Burton D. Mann
 Omaha World Herald: Glenn Trump

NEW HAMPSHIRE

Concord Monitor: W. Langley

NEW JERSEY

Atlantic City Press: Stan Fink
 Atlantic City Press: Bill McMahon
 Atlantic City Reporter: Charlie Seal
 Bridgeton Evening News: Ralph Brandt
 Camden Courier Post: Jane Stretch
 Ocean City Sentinel Ledger: John Stethers
 Trenton Evening Times: Larry Hulick
 Trenton Trentonian: Bill Blitman

NEW MEXICO

Albuquerque Health City Sun: Betty Shaffer
 Truth or Consequences: Hot Springs Herald:
 Paul Tooley

NEW YORK

Albany Knickerbocker News: John Hawver
 Albany Knickerbocker News: Ormonde Palter
 Albany Times-Union: Charles Archer
 Batavia Daily News: Dan Winegar
 Binghamton Press: Tom Cawley
 Binghamton Sun: I. Cohn
 Binghamton Sun: Ed Collins
 Boonville Herald: Al O'Donnell
 Buffalo Courier-Express: George Koenig
 Buffalo Evening News: Sturgis Hedrick
 Cortland Post-Standard: Art Cameron
 Cortland Herald-Journal: Margaret Miner
 Garden City Newsday: Ben Kubasik
 Hempstead Newsday: Jo Coppola
 Huntington Long Island: Charence MacLachlan
 Jamaica Long Island Daily Press: John Lester
 Jamaica Long Island Press: Walter Kauer
 Jamestown Post Journal: Pat Boyd
 Jamestown Sun: Burnell Lydell
 Kingston Ulster Press: Ira Warren
 Middletown Times Herald: Richard Milburn

NEW YORK CITY

New York Age Defender: Edward Murrain
 New York City Associated Press: Charles Mercer
 New York Daily Mirror: Nick Kenny
 New York Daily News: Rudy Bergman
 New York Daily News: Ben Gross
 New York Daily News: Sid Shalit
 New York Daily News: Kay Gardella
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 New York City International News Service:
 Milton Kaplan
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 Paul R. Millerup
 New York Journal American: Jack O'Brian
 New York Journal American: Walter Stern
 New York Journal American: Louis Reid
 New York Pittsburgh Courier: Josephine Schuyler
 New York Post: Al Custick
 New York Post: Frank Beerman
 New York Post: Jay Tuck
 New York Times: Val Adams
 New York Times: Charles Craft
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 New York Times: Mac Lean Hughes
 New York Times: J. P. Shanley
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 New York City United Press: John J. Muligan
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 New York City, United Press: **William Ewald**
 New York City, United Press: **Jack Gaver**
 New York, World Telegram & Sun: **Fred Biancolli**
 New York, World Telegram & Sun: **Kevin Delaney**

Harriet Van Horne
 Niagara Falls Gazette: **Dick Utts**
 Olean Times Herald: **Connie Connors**
 Olean Times Herald: **Gil Stinger**
 Port Jervis Union Gazette: **Daniel Dwyer**
 Poughkeepsie New Yorker: **Charles Murray**
 Rochester, Democrat & Chronicle: **Harold Nichols**
 Rochester Sun: **Marianne Jacobs**
 Rochester Sun: **Mike Underwood**
 Rochester Times Union: **Jack Hadley**
 Rome Daily Sentinel: **Margaret McCarthy**
 Schenectady Union Star: **Everett Finch**
 Syracuse Herald Journal: **Bob Sokolsky**
 Syracuse Post Standard: **Peg Simpson**
 Walton Reporter: **John R. Clark**
 Watertown Daily Times: **Dominic Pepe**

NORTH CAROLINA

Beaufort Leader: **Ralph Albares**
 Belmont Banner: **Bill Barrette**
 Brevard, Times: **John I. Anderson**
 Charlotte News: **Emery Wister**
 Charlotte Observer: **Dick Banks**
 Chapel Hill News Leader: **Roland Giduz**
 Chapel Hill Weekly: **Joe Jone**
 Dunn, Benson Review: **Bud Willson**
 Dunn Dispatch: **John G. Thomas**
 Dunn Independent: **Lois Byrd**
 Elizabeth City, Independent-Star: **Bill Haskett**
 Fayetteville Observer: **Bob H. Gray**
 Gastonia Gazette: **Bill Williams**
 Raleigh News & Observer: **Jane Hall**
 Raleigh Times: **Jean Thaxton**
 Rocky Mount Evening Telegram: **Bill Johnson**
 Sanford Herald: **Ernie Jones**
 Tryon Daily Bulletin: **Seth Vining**
 Wilson Daily Times: **Horace Overman**

NORTH DAKOTA

Devils Lake, Daily Journal: **Russ Dushlowski**
 Devils Lake, World: **Gordon Stefanowicz**
 Fargo Forum: **Stan Cowan**
 Jamestown Sun: **William Wright**
 Williston Plains Reporter: **Dan Halligan**

OHIO

Akron, Beacon-Journal: **Art Cullison**
 Bellaire Times Leader: **Bob Fordyce**
 Canton Economist: **Morton Frank**
 Canton Repository: **Clayton Horn**
 Canton Repository: **Louise Meek**
 Cincinnati Enquirer: **Magee Adams**
 Cincinnati Post: **Mary Wood**
 Cincinnati Times-Star: **Charlton Wallace**
 Cleveland News: **Maurice Van Meter**
 Cleveland Plain Dealer: **George Condon**
 Cleveland Plain Dealer: **Tom O'Connell**
 Cleveland Press: **Stan Anderson**
 Columbus Citizen: **Jo Bradley Reed**
 Columbus Dispatch: **Bob Connors**
 Columbus State Journal: **Glenna Spencer**
 Dayton Daily News: **Dale Stevens**
 Dayton, Journal-Herald: **Brainard Platt**
 Findlay, Republican Courier: **Alan Dudley**
 Ironton Tribune: **Jay Brushart**
 Jackson Sun Journal: **Ed Clark**
 Martins Ferry, Times-Leader: **Robert Fordyce**
 Massillon Independent: **Fred Becker**
 Middletown Journal: **Martha Fletcher**
 Newark Advocate: **Irene Cosgrove**
 Niles Daily Times: **Agnes Lapotta**
 Portsmouth Times: **Jim Joseph**
 Sandusky Register Star News: **John Kelly**
 Toledo Blade: **Ray Oviat**
 Times Recorder: **Naomi Lorton**
 Toledo Times: **Ruth Elgutter**

Warren Tribune Chronicle: **Stan Willis**
 Youngstown Vindicator: **Adrian Slifka**
 Zanesville Sunday Times Signal: **Bob Wagner**

OKLAHOMA

Frederick Leader: **Bob Cull**
 Frederick Press: **Fat Perkins**
 Grandfield, Big Pasture News: **Perry White**
 Pauls Valley, Daily Democrat: **Jim Criswell**
 Tulsa Tribune: **Nev Black**
 Tulsa World: **Russell Gideon**

OREGON

Bend Bulletin: **Ila Grant**
 Coos Bay Times: **Ken Johnson**
 Coquille Sentinel: **Ralph Stiller**
 Eugene Register Guard: **Jack Craig**
 Eugene Register Guard: **Grace Leavitt**
 Grants Pass, Daily Courier: **Jerry Acklen**
 Medford Mail Tribune: **Eric Allen**
 Oregon Statesman: **Conrad Prang**
 Ponca City News: **Ivy Coffee**
 Portland Journal: **Bill Mosen**
 Portland, Oregonian: **Francis Murphy**
 Prineville, Central Oregonian: **Ed Donnelly**
 Redmond Spokesman: **Leo Davis**

PENNSYLVANIA

Allentown, Call-Chronicle: **Lester Gerhart**
 Beaver Valley Times: **Ralph Young**
 Bradford, Era: **F. P. Tascono**
 Chester Times: **Jerry Oliver**
 Harrisburg, Patriot-News: **Peggy Hartzell**
 Johnstown Tribune-Democrat: **Bob Matthews**
 Lancaster Suburban Times: **Glenn Abel**
 Latrobe Bulletin: **Mary Lou Debnagone**
 McKeesport Daily Times: **Peg Wood**
 Mt. Carmel, Daily Item: **Penn Kemble**
 New Bethlehem, Leader-Vindicator: **Tom Andrews**
 New Kensington Daily Dispatch: **Frank Ramspen**
 Philadelphia, Daily News: **Mitchell Swartz**
 Philadelphia, Evening Bulletin: **Elmer Coll**
 Philadelphia, Evening Bulletin: **Bob Williams**
 Philadelphia Inquirer: **Dan Richman**
 Philadelphia Inquirer: **Sam Singer**
 Pittsburgh Post Gazette: **Harold V. Cohen**
 Pittsburgh Post Gazette: **Win Fanning**
 Pittsburgh Press: **Fred Remington**
 Pittsburgh Sun Telegraph: **Wilbur Clark**
 Pittsburgh Sun Telegraph: **Karl Krug**
 Pittsburgh Sun Telegraph: **Jim Pettican**
 Pittston Gazette: **Bev Bennett**
 St. Petersburg Times: **Ronnie Bothwell**
 Scranton, Scrantonian-Tribune: **Gene Brislin**
 Scranton Times: **Sid Benjamin**
 Scranton Times: **Tony Martell**
 Scranton Times: **Frank Stout**
 Shamokin, News Dispatch: **Paul MacElwee**
 Tyrone Herald: **A. Ray Flenner**
 Wilkes-Barre, Independent: **Libby Brennan**
 Wilkes-Barre, Independent: **Tom Heffernan**
 Wilkes-Barre, Record: **Robert Johnson**
 Wilkes-Barre, Times Leader: **Joseph Murphy**
 Williamsport Grit: **John Willmann**
 Williamsport, Sun Gazette: **Frank Ziegler**

RHODE ISLAND

Pawtucket Times: **Joseph Costello**
 Providence Journal & Bulletin: **Audrey Schenck**
 Woonsocket Star Weekly: **London Lloyd**

SOUTH CAROLINA

Anderson Independent-Daily Mail: **Joyce Parsons**
 Beaufort Gazette: **Howard Cooper**
 Greenville News: **Hurley Badders**

Greenwood, Index-Journal: Ed Chaffin
Greer Citizen: Ed. A. Borch
Greer Citizen: Bob Marvin
Sumter Daily Item: John Mitchell

SOUTH DAKOTA

Aberdeen American News: E. J. Kerrigan
Sioux Falls Argus Leader: Wally Lutz
Williston Daily Herald: Phil Thoeny

TENNESSEE

Athens, Daily Post-Athensian: Elmer H. Sipe
Chattanooga Times: Ruth Robinson
Elizabethon Star: Howard Zumbro
Gatinsburg Press: Reed Sexton
Humboldt Courier Chronicle: Bob Nicholson
Knoxville Journal: Eddie Gillin
Knoxville Journal: Juanita Glenn
Knoxville Journal: J. Guinn
Knoxville News-Sentinel: Marguerite Deaderick
Maryville Free Press: Gene Thompson
Memphis Commercial Appeal: Paul Malloy
Memphis Press-Scimitar: Louise Ahrens
Memphis Press-Scimitar: Bob Johnson
Nashville Banner: Eddie Jones
Sevierville News-Record: Bill Postalwaite

TEXAS

Arlene, Reporter News: Ed Wisemayer
Amarillo, Daily News & Globe-Times: Fred Post
Beaumont Enterprise: Freda Halwe
Beaumont Journal: Gladys Quilliam
Big Spring Herald: Bob Whipple
Brownfield, News-Herald: Jerry Stoltz
Brownsville Herald: Bill Smith
Brownwood Banner: John Flemister
Brownwood Bulletin: Mack Boswell
Dallas Morning News: Fairfax Nesbitt
Dallas Morning News: John Rosenfield
Dallas Times Herald: Walter Kempley
Dallas, Oak Cliff Tribune: Bill Barker
El, Stockton Pioneer: Bill Quimby
El, Worth Press: Jack Gordon
El, Worth, Star Telegram: Irg Cain
El, Worth, Star Telegram: Bill Hiteh
Freeport, Brazosport Citizen: Glenn Heath
Freeport, Daily Facts Review: Sam Gerald
Houston Chronicle: Ann Hodges
Houston Post: Mary Bloat
Houston Post: David Westheimer
Houston Press: Mary Norton
Houston Press: Irene Wilson
Lubbock, Avalanche-Journal: R. C. Hankins
Lubbock, Avalanche Journal: Jack Sheridan
Lubbock Sun: Jay Fenrod
Odessa American: Brad Carlyle
Odessa American: Jim Scott
Port Arthur News: Grace Foote
San Angelo, Standard Times: Jack Alford
San Antonio Express & News: Candy Johnson
San Antonio Light: Paul Treach
Wichita Falls Times-Record News: Glenn Shelton

UTAH

Logan Herald Journal: Ray Nelson
Sole Lake City, Desert News: Howard Pearson

VERMONT

Burlington Daily News: Bob Cronin

VIRGINIA

Chase City Progress: Cleon Crimes
Danville Bee: Johnny Johnson

Danville Commercial Appeal: Watt Miles
Fort Lee Traveler: Steve Keiss
Hopewell News: Augustus Robbins Jr.
Martinsville Bulletin: Pat Vint
Newport Daily Press: Jerry Ferguson
Newport News: Times Herald: Mildred Russell
Norfolk Ledger-Dispatch: C. W. Walton
Norfolk Virginian-Pilot: Warner Tysford
Petersburg, Progress Index: Edward A. Wyatt
Richmond, News Leader: Victor Dorr
Richmond News Leader: John Stratton
Richmond Times-Dispatch: Norman Rowe
Roanoke Times: W. Atkinson
Roanoke World News: W. C. Stouffer
Virginia Beach Sun-News: Albin K. Maillies

WASHINGTON

Bellingham Herald: Nellie Duff
Bellingham, Labor News: Charles King
Lynden Tribune: Bill Lewis
Olympia, Daily Olympian: Marshall Hunt
Olympia News: Tash Lee
Port Angeles, Evening News: Ivy Nelson
Seattle Post-Intelligencer: Louise Bresky
Seattle Post-Intelligencer: Bill Jahn
Spokane Chronicle: Bob Embaiser
Spokane, Spokesman Review: Dorothy Powers
Tacoma News-Tribune: Helen Rogers

WEST VIRGINIA

Bluefield, Daily Telegraph: Stubby Curreece
Bluefield, Sunset News: Sid Barksdale
Charleston Daily Mail: Arnold Knapp
Charleston Gazette: Evelyn Comber
Charleston Gazette: Shorty Hardman
Clarksburg News: Bob Ebner
Fairmont Times: Art Pearce
Keyser, Mineral Daily: Tom Canton
Morgantown, Dominion News: Bill Hart
Morgantown Post: Brooks Cottle
Moundsville Daily Echo: Sam Shaw
New Martinsville, Weizel Republican
Howard Shurtleff
Wornton Daily Times: Earle Wittgen
Wheeling, News Register-Intelligencer:
Norman Yost

WISCONSIN

Hurley, Iron County Miner: Armand Cirilli
Jeneseville Gazette: Ralph Schroeder
La Crosse Tribune: Ken Blanchard
Madison, Capitol Times: Bill Doudna
Madison, Capitol Times: William Evgne
Marquette Eagle Star: Walter C. Janson
Menominee Herald Leader: Jim Riley
Milwaukee Journal: Don Dornbrook
Milwaukee Journal: Betty Merckel
Milwaukee Journal: Bea Pepon
Milwaukee Sentinel: Buck Herzog
Milwaukee Sentinel: Bob Johnson
Monroe County Journal: Fred P. Heffling
Plymouth Review: Marsh Gabriel
Sheboygan Press: Harold R. Maier
Tomah Journal: Bill S. Snider
Wausau Record-Herald: Frank Pharo
Wisconsin Rapids Daily Tribune: Carl E. Otto

WYOMING

Buffalo Bulletin: Frank Bicks
Cheyenne, Wyoming Eagle: George Johnston
Cheyenne, Wyoming State Tribune: Lewis Bates
Gillette, News Record: F. Cornelius
Newcastle, Newsletter-Journal: Esther Lindsay
Rawlins Daily Times: Paul Welek
Sheridan Press: Dick Redburn

U. S. Educational Radio And Television



By
**MATTHEW
SEIDMAN**

Staff Writer

EDUCATIONAL radio has had a fierce and fluctuating history since radio came into its own some 30 odd years ago. In a 15 year period, up to 1936, 168 different educational institutions were granted 202 broadcasting licenses, with 73 being taken out in 1922 alone. With the inception of broadcasting license grants for educational institutions, came the inception of loss or abandonment of licenses, so that by January 1, 1937, 38 institutions held licenses. Only 20 of the total 202 licenses granted from 1921 to 1936 were held for the entire period. All 38 educational stations holding licenses in 1937 were AM.



Immediately after 1945, FM channels became available for educational stations, and by 1951, more than 100 educational stations were on the air. Most of them transmitted on FM. Institutions rushed to get FM broadcasting licenses, since FM was supposed to be the future of the broadcasting medium, until television came into being.



Coverage via educational radio stations was spotty, and only Alabama, California, Florida, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Ohio, and Wisconsin had anything that resembled statewide coverage, with Wisconsin being the only state with a statewide network. In 1950, Seymour N. Siegel of WNYC, initiated the development of the Tape Network, in an effort to link up stations. As the development grew, it became a cooperative enterprise of the National Association of Educational Broadcasters.

With the coming of commercial television, came the rush for grants for educational TV stations. Primarily due to lack of funds, number of grants for educational TV stations greatly outnumbered the stations on the air. Radio has a history. Television is making one now.



Many people have argued that educational television is useless, because commercial TV outlets can accomplish what is being done by the educational stations. Programwise, educational outlets beam not only to adults, but to school children of various ages. Aside from classroom TV being used as a supplement to the teacher, and courses taught on television, programs include cultural type shows like some seen on the BBC and CBC. Shows which some advocates of American television, as opposed to BBC type TV programs, feel would be forced down the throats of viewers if beamed on regular commercial outlets. Various discussions, like "Talk O' The Teens," in which teenagers quiz civic leaders and officials on youth problems; music shows, such as "Music For Moderns," which programs contemporary music giving a brief history about the music and composer whose music is being aired that day, and programs designed for in school listening and viewing which aid the teacher in her daily tasks, are some of the programs which educational stations transmit.



Regular commercial stations also transmit "culture," but it is argued that they do not do so on such a comprehensive scale. In the five year period television has come into being for class-room and home-study use, more than 400 college-level courses have been given by TV.

As far as education itself is concerned, relating to the broadcasting medium, Franklin Dunham, chief of radio and television, U. S. Office of Education, states, "Education is slow to accept new methods until they justify themselves under trial. Today we have a healthy record of achievement with radio over 25 years experience." Amount of achievement is debatable, with many saying there has been failure if the criterion is the gap between potentiality and actuality.

LIST OF EDUCATIONAL STATIONS ON THE AIR IN THE U. S.

- 22 non-commercial AM stations operating
- 10 commercial AM stations operating
- 125 non-commercial FM stations operating
- 3 commercial FM stations operating
- 18 TV stations licensed and operating
- 3 TV stations operating on a non-reserved channel
- 248 TV channels have been assigned to U. S. cities, 80 on VHF
- 24 cities have construction permits, or applications pending for TV stations.

Famous First Facts In U. S. Television

THE FIRST:

AUDIENCE participation telecast was characterized presented on August 7, 1941, and telecast by Station WNBT, New York City.

Baseball game (collegiate) telecast was the Columbia University-Princeton University game, played May 17, 1939, at Baker Field, New York City. The game lasted ten innings and was won by Princeton 2-1. It was telecast by Station W2XBS, New York City, and was announced by Bill Stern.

Baseball game (major league) telecast was the National League game played at Ebbets Field, Brooklyn, N. Y., August 26, 1939, between the Cincinnati "Reds" and the Brooklyn "Dodgers." Two cameras were used alternately by Station W2XBS, New York City, according to the play. Leo Durocher, manager of the "Dodgers," William McKechnie, manager of the "Reds," and close-ups of several players were telecast during the intermission of the double-header game.



Basketball game telecast was played February 28, 1940, at Madison Square Garden and telecast by Station W2XBS, New York City. Fordham University played the University of Pittsburgh (Fordham 37-Pittsburgh 50) followed by Georgetown University versus New York University (Georgetown 27-New York University 50).

Book review telecast was Ernest Boyds review on May 3, 1938, over Station W2XBS, New York City, of Sidney Spencers **The Greatest Show on Earth**. It combined photographs and text to explain the economic problems of mankind. While Boyd was talking, the review opened with a telecast of the reviewer followed by numerous pick-ups of photographs from the book.

Circus telecast was the Ringling Brothers Barnum and Bailey circus whose three hour show was telecast April 25, 1940 from Madison Square Garden, New York City by Station W2XBS, New York City.



Color television (high definition electronically scanned) demonstration was given September 3, 1940, for the press over Television Station W2XAB of the Columbia Broadcasting System, New York City. The telecast was from the high-power transmitter atop the Chrysler Building, New York City. It had a 343-line quality and used a 4.5 megacycle band, the same frequency required for ordinary black and white images. The telecasts were received in black and white, but a color disc placed in front of the receiver tube enabled the audience at the station to view the picture in color. The apparatus was invented by Dr.

Peter Carl Goldmark, Columbia Broadcasting Systems chief television engineer.

Construction permit for a commercial television station was granted June 17, 1941 to WNBT of the National Broadcasting Company, Inc., New York City to operate on 50,000-56,000 kilocycles. A license to cover this construction permit was also granted June 17, 1941 effective July 1, 1941.



Electronic television system using the pickup device known as the Iconoscope, which displaced the mechanical system by means of motor-driven scanning discs, was invented by Vladimir Kosma Zworykin of Wilkinsburg, Pa., who obtained patent No. 2,141,059 on December 20, 1938. The patent covered forty claims and was assigned to the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. His application was filed December 29, 1923.

Football game telecast was played at Randall's Island, New York City, September 30, 1939, between Fordham University and Waynesburg College and telecast by Station W2XBS, New York City. Fordham won 34 to 7.

Hockey game telecast was played February 25, 1940, at Madison Square Garden, New York City, between the New York "Rangers" and "Les Canadiens" of Montreal and telecast by Station W2XBS, New York City. The "Rangers" won 6 to 2.



King and Queen to be televised were King George VI and Queen Elizabeth of England who, on June 16, 1939, visited the New York World's Fair, New York City during "British Week."

Moving picture premiere telecast was a two-reel short "Patrallava the Ether," which was telecast April 16, 1944, simultaneously by WNBT of New York City, WRGB of Schenectady, N. Y., and WPTZ of Philadelphia, Pa. It depicted the wartime activities of the radio intelligence division of the Federal Communication Commission in tracing illegal and espionage radio transmitters. It was produced by Metro-Goldwyn-Mayer and released April 22, 1944, twelve days after its premiere by television.

Opera (complete) telecast was presented December 23, 1943, by Station WRGB of the General Electric Company, Schenectady, N. Y. The presentation was Humperdinck's "Hansel and Gretel."

Reprinted with consent of "Famous First Facts" published by H. W. Wilson Company.

Famous First Facts In U. S. Television

Political campaign telecast was on October 11, 1932, when the Democratic National Committee broadcast a television show from the studios of the Columbia Broadcasting System, 485 Madison Avenue, New York City.



Political convention telecast was the twenty-second Republican Convention, June 24-29, 1940, at Philadelphia, Pa., when Wendell Lewis Willkie of New York and Charles Linza McNary of Oregon were nominated for President and Vice President respectively. The telecast was made by W2XBS of the National Broadcasting Company, New York City, 49.75 megacycles.

Presidential address telecast from the White House was on October 5, 1947, when President Harry S. Truman's speech about food conservation and the world food crisis was telecast from Washington, D. C., and relayed to New York City, Philadelphia and Schenectady. He proposed meatless Tuesdays, and eggless and poultryless Thursdays.

Programs regularly telecast were begun May 11, 1928, on a three times a week schedule from the General Electric Station, WGY, Schenectady, N. Y. The image consisted of 24 scanning lines repeated 20 times a second.



Pugilistic telecast was the Lou Nova-Max Baer fight, June 1, 1939, at the Yankee Stadium, New York City. Sam Taub was the announcer. Referee Frank Fullam halted the bout in the eleventh round and awarded the decision to Nova.

Pugilistic telecast of a championship heavy-weight fight was June 19, 1946 when Joe Louis defended his title against Billy Conn at the Yankee Stadium, New York City. Louis won by a knockout in the eighth round.

Stratovision world series telecast was made October 11, 1948, when the sixth game of the world series between the Boston "Braves" of the National League and the Cleveland "Indians" of the American League, played at Boston, Mass., was transmitted from the stratovision plane flying at 25,000 feet over the Pittsburgh area.

Television commercial license was granted to Station W2XBS of the National Broadcasting Company, New York City on July 1, 1941. It is now WNBT. Operations were required

four hours a week, but approximately fifteen hours a week were presented.

Television demonstration (public, large-scale, intra-store) was staged at Gimbel Brothers, Philadelphia, Pa., from October 24 to November 14, 1945, inclusive using RCA-Victor equipment. A preview was held October 23, 1945. Approximately 25,000 people viewed the demonstrations at the auditorium and at twenty telesites scattered at strategic locations on the seven floors of the department store. Eleven daily demonstrations of about ten minutes each were given showing millinery, home furnishings, shoes, scarves, furs, nursery furniture, toys, curtains, interior decorating and hair styling.



Television image (transoceanic) was received February 8, 1928 at Hartsdale, N. Y., by Robert M. Hart, owner of short wave station W2CVJ. The sound vision, a picture of Mrs. Mia Howe, was sent across the ocean from Station 2 KZ, Purley, England, two kilowatt power, by John Logie Baird of the Baird Television Development Company of London, England, using short radio waves.

Television network demonstration (distant) was held on February 1, 1940, when members of the Federal Communications Commission at General Electric Station W2XB, Schenectady, N. Y., witnessed a program telecast from New York City, approximately 130 miles distant. It was received at a relay station on the 44-50 megacycle band by means of a rhombic antenna, supported by four 128 foot towers, and rebroadcast to the Schenectady-Albany district.



Track meet (intercollegiate) telecast was the 19th annual Intercollegiate A.A.A.A. track and field championship meet at Madison Square Garden, New York City, telecast March 2, 1940, by W2XBS. Twenty-three colleges participated in the various dashes, runs, relays, high hurdles, shot put, pole vault, weight throwing, broad jumps and high jumps. New York University won with twenty-seven points.

Weather map telecast from a land sending station to a land receiving station was sent August 18, 1926, from Radio Station NAA, Arlington, Va., and received at the Weather Bureau Office, Washington, D. C. The demonstration was arranged by the Jenkins Laboratory, Washington, D. C.

INDIVIDUAL TV MARKET DATA — 1954

TV Markets	No. of Stations in Operation	No. of TV Stations Reporting \$25,000 or More in Time Sales*	Networks (1)	National Spot Advertisers (2)	State of Station Home (3)	Local Advertisers (4)	Total TV Stations Reporting (5)	Total Revenues* (6)	Total Expenses (7)	Income (Before Federal Income Tax) (8)
ALBANY, SCHENECTADY, TROY	2	2	1	225,151	2	1	2	938,098	1,157,029	216,361---
ALBUQUERQUE, N. M.	2	2	1	137,181	2	1	2	72,369	965,378	1,522,810---
ALLENTOWN, BETHLEHEM, PENNA.	2	2	1	1,599,807	1,226,308	1	3	4,813,210	2,336,230	1,276,980
ATLANTA, GA.	1	1	2	2,553,519	2,589,574	2	3	6,531,490	3,688,535	2,343,135
BALTIMORE, MD.	2	2	2	1,637,985	1,661,379	1	3	3,337,712	4,791,224	4,716,188
BOSTON, MASS.	2	2	1	1,173,467	1,065,746	1	3	3,665,746	2,177,188	1,378,258
BUFFALO, N. Y.	2	2	1	98,615	100,154	1	2	1,065,627	629,772	237,115
CHARLESTON, S. C.	1	1	1	1,308,779	1,300,351	1	1	21,421,337	14,066,708	8,257,849
CHICAGO, ILL.	1	1	1	2,352,241	1,675,239	1	1	6,379,029	4,676,533	1,691,996
CINCINNATI, OHIO	2	2	2	1,023,371	2,333,047	1	2	9,193,738	7,123,822	4,072,976
CLEVELAND, OHIO	2	2	2	2,153,312	1,240,911	1	2	4,505,431	3,773,328	739,823
COLUMBIA, S. C.	2	2	1	1,373,076	1,370,017	1	2	3,243,081	3,791,379	380,698
COLUMBUS, OHIO	2	2	2	5,878,879	1,678,423	1	4	12,523,119	8,912,250	3,710,860
DENVER, COLO.	2	2	2	247,802	117,125	1	3	723,097	1,005,291	182,097
DETROIT, MICH.	2	2	2	178,191	341,949	1	3	1,015,612	1,337,151	741,894
DULUTH, MINN.; SUPERIOR, WISC.	2	2	1	398,737	499,146	1	3	821,925	897,566	72,671
FRESNO, CALIF.	2	2	1	426,121	687,266	1	3	3,062,900	1,297,719	251,619
HARRISBURG, PENNA.	2	2	1	2,837,910	780,226	1	2	1,777,912	3,118,051	1,329,888
HONOLULU, HAWAII	1	1	1	11,268,816	11,147,267	1	1	23,718,677	22,106,745	1,611,932
JACKSON, MISS.	2	2	1	1,343,216	1,343,216	1	2	5,229,909	2,141,929	1,387,989
KANSAS CITY, MO.	2	2	1	2,974,001	1,966,407	1	3	5,257,722	2,981,020	2,283,102
LOS ANGELES, CALIF.	2	2	2	2,894,076	2,193,793	1	3	6,679,305	5,106,159	1,573,346
LOUISVILLE, KY.	2	2	1	791,521	339,520	1	3	1,739,561	1,727,672	13,889
MILWAUKEE, WISC.	2	2	1	8,757,748	8,757,748	1	2	12,635,793	28,105,581	13,870,212
MINNEAPOLIS-ST. PAUL, MINN.	2	2	1	1,192,376	349,221	1	2	2,284,784	1,682,807	601,977
NASHVILLE, TENN.	2	2	1	6,870,298	3,896,917	1	2	13,881,737	9,301,722	4,583,015
NEW YORK AND NEW JERSEY	2	2	2	1,163,837	686,898	1	3	1,725,579	1,786,658	61,088
NORFOLK-PORTSMOUTH, VA.	2	2	1	2,287,506	2,273,766	1	3	6,033,008	4,403,017	2,629,961
OKLAHOMA CITY, OKLA.	2	2	1	2,551,661	2,372,309	1	3	5,896,193	3,117,251	2,708,942
PALM BEACH, FLA.	2	2	1	661,131	931,093	1	2	2,690,146	2,011,214	219,202
PALM SPRING, CALIF.	2	2	1	3,328,281	3,558,569	1	2	8,874,694	5,618,678	3,251,016
PHILADELPHIA, PENNA.	2	2	2	1,906,584	3,328,281	1	3	4,21,054	3,79,568	358,561---
PHOENIX, ARIZ.	2	2	1	183,522	184,111	1	2	421,054	1,299,465	132,137
PITTSBURGH, PENNA.	2	2	1	188,517	407,751	1	3	1,987,008	1,299,465	1,109,869
ST. LOUIS, MO.	2	2	1	3,061,502	3,061,502	1	2	6,593,868	5,183,969	1,409,899
SALT LAKE UTAH	2	2	1	74,809,994	74,809,994	1	1	333,241,388	167,595,084	65,706,754
SAN FRANCISCO-OAKLAND, CALIF.	2	2	2	63,939,185	63,939,185	1	2	138,721,939	119,463,606	19,257,433
SCRANTON, PENNA.	2	2	1	179,766,179	179,766,179	1	1	371,662,877	286,008,990	81,991,187
SPRINGFIELD, MASS.	2	2	1	1,875,730	1,875,730	1	2	4,505,431	3,773,328	739,823
SPRINGFIELD, ILL.	2	2	1	1,373,076	1,370,017	1	2	3,243,081	3,791,379	380,698
WASHINGTON, D. C.	2	2	2	2,153,312	1,240,911	1	2	4,505,431	3,773,328	739,823
WASHINGTON, D. C.	2	2	2	2,153,312	1,240,911	1	2	4,505,431	3,773,328	739,823
WICHITA, KANS.	2	2	1	1,373,076	1,370,017	1	2	3,243,081	3,791,379	380,698
YAKIMA, WASH.	2	2	1	1,373,076	1,370,017	1	2	3,243,081	3,791,379	380,698
TOTAL 39 TV MARKETS	126	126	126	54,809,994	54,809,994	1	126	333,241,388	167,595,084	65,706,754
220 OTHER TV MARKETS	291	270	270	45,823,048	45,823,048	2	292	138,721,939	119,463,606	19,257,433
TOTAL 259 TV MARKETS	427	392	392	120,131,102	120,131,102	3	419	471,963,327	286,008,990	81,991,187

* Stations with less than \$25,000 time sales report only total revenues and total expense

† Before commissions to agencies, representatives and others

‡ Total revenues consist of time sales less commissions plus talent and program material sales

* Includes Johnston, Virginia

† Not all stations in this market operated a full year during 1954

‡ Data not published for group of less than three stations

Radio's Future Is Local Program Building



By
PIERRE WEIS
General Manager
World Broadcasting
System

TAKE a good look at radio's values today, and you'll see that radio is surviving the toughest competition it has faced, particularly at the local level where radio is closest to the audience and the advertisers it serves.

Radio's future, at the local level, is indeed splendid. Mature broadcasters have shaped and reshaped their program schedules until now they can point to solid successes for spot and program advertisers, and large loyal audiences.



We at World have been part of that success, and are proud of our role. We have made tremendous changes in our service in the past year, and designed it to be of greater help than ever to the program and sales departments of our 1,000-plus subscribers. The secret is simple — more and more new ideas, and more and more talent.

For example, we are constantly exploring new avenues in bringing the finest recording talent into our service. Our 1956 talent budget, which we recently announced, will be 23% higher than last year's, and our marquee sparkles with such new stars at World as Doris Day, Victor Young, Eddie Bush, Bobbie Hackett and Mimi Martel, joining World's popular artists like David Rose, Lyn Murray, Ray Bloch, Sauter-Finnegan, Helen O'Connell, Ken Griffin, The Sportsmen, Three Suns and a host of others. Musical selections by these talented artists, presented on local radio stations at times designed to reach top audiences, thus becomes top sales vehicles.



Radio stations are also learning that they compete best when the station has developed its own individual "personality" — a sort of corporate identity in the minds of radio listeners. This is developed through the amount of programs and airings of a "service" nature that a station carries. With this in mind, we have developed a whole series of recorded Time Signals, Weather Jingles, Tune-In Jingles, Feature Program Signatures — all designed to help stations in building themselves into a

familiar, tuned-to source of entertainment and information.

The local and regional advertiser is also establishing himself as the dominant source of income to radio outlets. He now finds a wide choice of programming available to him. But his advertising must be able to match the high calibre of his program selections. World plans for 1956 a series of campaigns built around special jingles and other attention-getting devices for local beauty shops, bakers, restaurants, taxi cabs, drug stores, grocers, supermarkets, furniture stores, apparel shops, jewelers and even diaper services. With the aid of such jingles, local advertisers can build selling campaigns with the same tool used by the leading advertisers in the country.



There is another phase of the radio business whereby stations are gaining radio strength. Since we service a huge list of stations and employ top people on our staff, we have at our disposal a very large promotion department. And, we are in a position not only to come up with sound new ideas and new promotions but to do a most thorough job in the preparation of exciting sales and production tools to insure success. We are able to produce these merchandising aids — which range from multi-colored posters and store display materials to station promotion jingles — with tremendous impact because of our resources which would be impossible and uneconomic for an individual station to attempt to duplicate.

No doubt you have seen our nationwide radio promotion campaign, "Radio's Big Little Man," in action.



We announced it to the radio industry at last year's NARTB Convention. Since then, nearly 500 stations have joined in the campaign to focus advertiser and audience attention on local-level radio, and have intensified their local sales campaigns. Many top broadcasters have told us that "Radio's Big Little Man" is just what was needed to give radio new status and a new surge of audience attention.

The campaign — which, with its list of prizes and top-notch merchandising drives, for World, stations and their advertisers an investment of more than \$1,500,000 — is designed to bring many additional values to local radio advertisers, such as increased store traffic, larger sales volume, and the advantages of being part of a community-wide promotion.

The basic idea, of course, is good. But what is really putting it across with radio stations is the tremendous assortment of merchandising and promotion materials made available to our stations, which not only has made it easy for them to sell their sponsors but has also given them the tools to make the promotion a success with listeners.

ASCAP

*the music
of America*



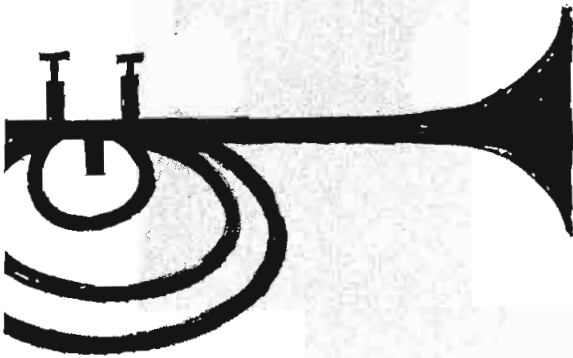
For more than forty years the members of the American Society of Composers, Authors and Publishers have supplied our nation's tremendous entertainment world with its basic ingredient—the music of America.

An **ASCAP** license grants the commercial user of music the right to perform the Society's entire repertory in one complete package. The top tunes of television, radio and records, tomorrow's song hits, yesterday's favorites, hits from Broadway and Hollywood, as

well as the best in the field of classical and religious music are always

available through an

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The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

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SONG HITS OF 1955

January 1, 1955 to January 1, 1956



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

SONG TITLE, PRODUCTION AND PUBLISHER	Total ACI Points	Number of Weeks on ACI Survey
Ballad of Davey Crockett (Davey Crockett) (Wonderland)	45080	29
Tweedle Dee (Progressive)	39307	27
Melody Of Love (Shapiro-Bernstein-Presser)	37856	27
*Love Is A Many-Splendored Thing (Love Is A Many-Splendored Thing) (Miller)	32392	23
Something's Gotta Give (Daddy Long Legs) (Robbins)	31990	24
Unchained Melody (Unchained) (Frank)	31697	33
Cherry Pink And Apple Blossom White (Underwater) (Chappell)	28100	29
Mister Sandman (1954) (E. H. Morris)	27098	15
Yellow Rose Of Texas (Planetary)	25951	23
Learnin' The Blues (Barton)	24979	30
*Autumn Leaves (Ardmore)	24830	16
Young And Foolish (Plain And Fancy) (Chappell)	24071	29
Heart (Damn Yankees) (Frank)	23644	22
That's All I Want From You (1954) (Weiss & Barry)	23623	19
*Love And Marriage (Our Town) (Barton)	22427	15
Whatever Lola Wants (Damn Yankees) (Frank)	22264	21
How Important Can It Be (Aspen)	19252	24
Ko Ko Mo (Meridian)	19095	19
Sincerely (Arc-Regent)	18834	20
Dance With Me Henry (Modern)	18252	21
All Of You (Silk Stockings) (Chappell)	17932	28
Love Me Or Leave Me (Bregman-Vocco-Conn)	16674	28
Hard To Get (Hard To Get) (Witmark)	16441	26
Longest Walk (Advanced)	15681	22
Wake The Town And Tell The People (Joy)	15499	21
Play Me Hearts And Flowers (Play Me Hearts And Flowers) (Advanced)	15372	18
*Suddenly There's A Valley (Warman-Hill & Range)	15324	19
Bible Tells Me So (Paramount-Roy Rogers)	15136	24
Teach Me Tonight (1954) (Hub-Leeds)	15039	11
*Moments To Remember (Beaver)	15011	15
Rock Around The Clock (Blackboard Jungle) (Myers)	14983	22
I'll Never Stop Loving You (Love Me Or Leave Me) (Feist)	14941	26
Hearts Of Stone (Regent)	14843	16
Let Me Go Lover (Let Me Go Lover) (Hill & Range)	14393	12
Count Your Blessings (Instead Of Sheep) (1954) (White Christmas) (Berlin)	14368	17

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CUMMINGS PRODUCTIONS

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New York, N. Y.
PLaza 7-6452

(See TV Film Producers)

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c/o HANK SYLVERN
521 Fifth Ave., New York, N. Y.
MU 7-3080

GOLDSWAN PRODUCTIONS

730 Fifth Avenue
New York, N. Y.
CIRCLE 7-3380

SONG ADS

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Hollywood, Calif.
HOLLYWOOD 5-6181

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MERCHANDISING

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New York 21, N. Y.
TRafalgar 9-6986

SURPRISE JINGLES

250 Prospect Ave.
Revere, Mass.
RE 8-5562

TELEWAYS RADIO
PRODUCTIONS, INC.

8949 Sunset Boulevard
Hollywood 46, Calif.
BR 2-1447, CR 6-7238

LANNY & GINGER GRAY:
JINGLES

70 East 96th Street
New York, N. Y.
EN 9-7777

ANDY LOVE PRODUCTIONS

49 Park Avenue
New York, N. Y.
MURRAY Hill 6-1017

GEORGE R. NELSON

208 State Street
Schenectady, N. Y.
Schenectady 4-4135

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd.
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A . S . C . A . P .

By STANLEY ADAMS

President



THE clearance of music copyrights for commercial performance is a major responsibility of television and radio program builders. The large and increasing use of music in these programs would impose almost impossible tasks upon the music users were it not for the facilities developed by the American Society of Composers, Authors and Publishers (ASCAP) to meet the questions of copyright clearance. This great American performing right society, and similar societies in other countries, reflect in their operations the tremendous growth of radio and television.

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 42nd 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.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1956, are:

<i>Stanley Adams</i>	<i>President</i>
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 Rowell-Kelly Enterprises, Inc.
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 Schwarz, Merrell, Music Co.
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 Standard Songs
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By CHARLES A. WALL
President and Treasurer



ASSOCIATED MUSIC PUBLISHERS, INC., a wholly owned subsidiary of Broadcast Music, Inc., serves the radio and television industry in the field of serious music. It is recognized at the present time as one of the principal publishers and exploiters of contemporary music in the United States and controls a very extensive and expanding catalog of orchestral, band, chamber, instrumental and choral works by foremost American and foreign composers. In addition AMP also represents exclusively in the United States many of the most famous serious music catalogs of Europe such as Breitkopf & Haertel and Schott of Germany, Schott and Universal Edition of England, Universal Edition of Austria and Switzerland, Eschig and Enoch of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.



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DURING each day of the sixteen years of its existence Broadcast Music, Inc., has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers but to the newcomers who have come into the field since the creation of BMI.

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Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its seventeenth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

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 Mackley Music Publishing Co.
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 Majestic Music Company
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 Stern Music Publishing Co.
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 Trend Music
- Triad Music Company
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 Unique Music Publishers
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 Westbury Music Co.
 Whimsy, Ltd.
 White, Elmore, 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
 Wortham Music Co.
 Wyner Music Publishers
- Yahres Publications

25TH

CELEBRATING OUR

ANNIVERSARY

SESAC

PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE,
MECHANICAL OR SYNCHRONIZATION RIGHTS IN
"THE BEST MUSIC IN AMERICA"
TO THE ENTIRE ENTERTAINMENT INDUSTRY,
RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION
AND PHONOGRAPH RECORD COMPANIES, THEATRES,
CONCERT HALLS, HOTELS, ETC.

PRODUCERS OF THE FAMOUS

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SESAC, INC.

By PAUL HEINECKE

President



IN February, 1956, SESAC celebrates its 25th year of service to the entire entertainment industry, and so I'd like this to be a salute to all SESAC's business associates: radio and television stations, affiliated publishers, phonograph record and transcription companies, the producers of transcribed programs, film companies, opera houses, orchestral societies, ballrooms and hotels.

I'm aware that our mutual growth and success could not have been possible without the complete faith we have in each other, and a bright, burning hope that each succeeding day and year would bring about even greater achievement to music publisher and music user alike.

I have always been an unflinching advocate of the performance licensing organization, and along with all SESAC's employees, I am dedicated to our purposes and proud of our accomplishments. It is gratifying, indeed, to realize that the contents of SESAC's 284 different publishers' catalogs are found on hundreds of thousands of phonograph records, transcription libraries, transcribed programs, live talent, radio and television shows, filmed commercials, feature films; also in the legitimate theatre, motion pictures, symphony orchestras, ballet theatre, choral societies, and throughout the schools and churches of America.

It is also exciting to share in the enthusiasm of our affiliated publishers in their drive to develop and promote their catalogs, and for me to realize conclusively that SESAC music performances on over 3,500 AM and TV stations due to increased use in all programs media are on a greater upswing than ever before.

Here then, on our 25th anniversary, it is heartwarming to see the fruits of our combined efforts—essential, in-demand publishers whose catalogs make satisfied music users of our licensees. As to the future, we shall continue to use as our buckler and our shield the eternal qualities of faith and hope, knowing full well that these, coupled with diligent and honest effort, shall inure to the benefit of all music producers and users everywhere.

- Abernathy Pub. Co.
 Accord, Edition
 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.
 Chandler-Ebel Music Co.
 Chantry Music Press, Ltd.
 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 & Sebren
 Deiro, Pietro, Publications
 Denison, T. S., & Company
 Denson Trio Music Co.
 Denson-Parris Music Co.
 Di Bella, O., Music Co.

 Edel, Yizchak
 Edition Accord
 Edition Darom
 Edition Gil-Ron
 Edition Hazemer
 Edition Jastrzab
 Edition Olympia
 Edition Pizmon
 Edition Pro Arte
 Ellis, V. B. (Vep)
 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, Edition
 Goddard Publishing Co.
 Gornston, David
 Gospel Music Publications
 Gospel Songs, Inc.
 Grabczewski, F.
 Grammer, Frank
 Gregorian Institute of America

 Hall Music Co., The
 Hall & McCreary Co., Div. of
 Schmitt Pub., Inc.
 Hanson, Eddy
 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.
 Humphries, Bruce, Inc.
 Hymntime Publishers

 Idzikowski, Leon
 Idzikowski, M.
 "IPA," Israel Publishers Agency
 "iscam," Israel Society of Com-
 posers, Authors & Music Pub-
 lishers

 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
Liturgical Music Press, Inc.
Ludwig Music Publishing Co.
- Maciejewski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McKinley Publishers, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Moore, David
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.
Pagni, 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 (Asso-
ciation 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
Schmitt Pubs., Inc.
Scholin, C. Albert, & Sons, Inc.
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.
Southern Music Plate Co.
Stamps-Baxter Music & Printing
Co.
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.
- 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., Music Co.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta
- "Zaiks," Zwiasek Autorow,
Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

1955 "EMMY" WINNERS



BEST CHILDREN'S SERIES

"Lassie" (CBS)

BEST CONTRIBUTION TO DAYTIME PROGRAMMING

"Matinee Theatre" (NBC)

BEST NEWS COMMENTATOR OR REPORTER

Edward R. Murrow (CBS)

BEST SPECIAL EVENT OR NEWS PROGRAM

A-Bomb Coverage (CBS)

BEST DOCUMENTARY (RELIGIOUS, EDUCATIONAL OR INTERVIEW PROGRAM)

"Omnibus" (CBS)

BEST AUDIENCE PARTICIPATION SERIES

"\$64,000 Question" (CBS)

BEST ACTION OR ADVENTURE SERIES

"Disneyland" (ABC)

BEST SPECIALTY ACT

Marcel Marceau

BEST ACTOR IN A SUPPORTING ROLE

Art Carney in "The Honeymooners" (CBS)

BEST ACTRESS IN A SUPPORTING ROLE

Nanette Fabray in "Caesar's Hour" (NBC)

BEST MALE SINGER

Perry Como (NBC)

BEST FEMALE SINGER

Dinah Shore (NBC)

BEST EMCEE OR PROGRAM HOST

Perry Como (NBC)

BEST COMEDIAN

Phil Silvers (CBS)

BEST COMEDIENNE

Nanette Fabray (NBC)

BEST COMEDY SERIES

Phil Silvers' "You'll Never Get Rich" (CBS)

BEST ACTOR IN A SINGLE PERFORMANCE

Lloyd Nolan in "The Caine Mutiny Court Martial" (CBS)

BEST ACTRESS IN A SINGLE PERFORMANCE

Mary Martin in "Peter Pan" (NBC)

BEST ACTOR IN A CONTINUING PERFORMANCE

Phil Silvers in "You'll Never Get Rich" (CBS)

BEST ACTRESS IN A CONTINUING PERFORMANCE

Lucille Ball in "I Love Lucy" (CBS)

BEST VARIETY SERIES

"The Ed Sullivan Show" (CBS)

BEST MUSIC SERIES

"Hit Parade" (NBC)

BEST DRAMATIC SERIES

"Producers' Showcase" (NBC)

BEST SINGLE PROGRAM OF THE YEAR 1955

"Peter Pan" on "Producers' Showcase" (NBC)



Ed Herlihy

**Behind the
Mike**

**Before
the
Camera**



**VIRGINIA
GRAHAM**

• • •

Hostess on

NBC's

"WEEKDAY"

"FOOD FOR THOUGHT"

"THE FALCON"

"CELEBRITY CORNER"

RADIO-TV ARTISTS

their work during 1955



— A —

AAKER, LEE
Adventures of Rin Tin Tin
ABC-TV

ABEL, WALTER
Your Better Tomorrow
ABC

ADAMS, BILL
My True Story, Whispering
Streets
WABC

ADAMS, INGE
Whispering Streets
WABC

ADAMS, JOEY
Spend a Million
NBC

ADAMS, JOYCE
Modern Romances
ABC

ADAMS, MARY
One Man's Family
NBC-TV

ADAMS, MASON
Pepper Young's Family,
My True Story
NBC, WABC

ALAMPI, PHIL
Farm News
NBC

ALBA, ALNEY
Whispering Streets
WABC

ALEXANDER, BEN
Dragnet
NBC-TV

ALEXANDER, JOAN
Paging the New
WABC

ALFORD, BOBBY
My Son Jeep
CBS

ALLEN, CHARME
My True Story
WABC

ALLEN, GRACIE
CBS-TV

ALLEN, STEVE
B. Dec. 26, 1921, New York City.
Tonight, NBC

ALLEN, VERA
My True Story, Companion,
Whispering Streets
WABC

ALLENBY, PEGGY
My True Story, Whispering
Streets, Paging the New,
Modern Romances
WABC, ABC

ALLISON, FRAN
Kukla, Fran & Ollie
ABC-TV

AMSTERDAM, MOREY
Your Better Tomorrow,
Offbeat
ABC

ANDERS, MERRY
CBS-TV

ANDERSON, DAVID
My True Story, Whispering
Streets
WABC

ANDERSON, EDDIE
"ROCHESTER"
B. Sept. 18, 1905, Oakland, Calif.
The Jack Benny Show, CBS-TV
ANDERSON, WARNER
CBS-TV

ARDEN, EVE

CBS-TV

ARNEZ, DESI

CBS-TV

ARNESS, JAMES

CBS-TV

ARQUETTE, CLIFF

Do It Yourself

NBC-TV

ARTHUR, JACK

Modern Romances

ABC

ASTIN, JOHN

Whispering Streets

WABC

AUTRY, GENE

CBS-TV

PRODUCER — DIRECTOR — ACTOR



LEW DANIS

HOST

"ITALIAN FEATURE FILM
THEATRE"

M.C.

"WIN A MILLION"

DIRECTOR

"FOOD FOR THOUGHT"

EX-PRODUCER

"THE MUSIC CORNER"



**ROBERTA
HAYNES**

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KLINE-SIMPSON & ASSOC.

THE ERNIE KOVACS SHOW

WITH

ERNIE KOVACS – EDITH ADAMS

MATT DENNIS

NBC-TV

JAC HEIN
Producer-Director

ARCHY KOTY
Musical Conductor

— B —

BABCOCK, PHIL
My True Story. Companion
WABC

BAILEY, BARBARA
My True Story
WABC

BAILEY, CHARITY
Sing A Song
NBC-TV

BAILEY, JACK
Truth or Consequences
NBC-TV

BAKER, ART
You Asked For It
ABC-TV

BAKER, GRETTA
Your Better Tomorrow
ABC

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
CBS-TV

BANNON, JIM
Hawkins Falls
NBC-TV, CBS-TV

BARROS, ESTA
Modern Romances
ABC

BARRY, GENE
CBS-TV

BARRY, JACK
Big Surprise, Juvenile Jury
NBC-TV

BARRY, PATRICIA
First Love
NBC-TV

BARAGREY, JOHN
The Doctor's Wife
NBC

BARLOW, HOWARD
Voice of Firestone
ABC-TV

BARNARD, HENRY
Whispering Streets,
Greatest Gift
WABC, NBC-TV

BARNEY, MARION
Pepper Young's Family
NBC

BARTLETT, BONNIE
CBS-TV

BAUER, CHARITA
Modern Romances
ABC, CBS-TV

BAVIER, FRANCES
It's A Great Life
NBC-TV

BECK, JACKSON
B. July 23, 1912, N. Y. C.; FBI
In Peace & War, CBS; Brady Kaye
MBS

BECKER, SANDY
Young Dr. Matone
CBS

BEHRENS, FRANK
Whispering Streets,
It's Time, Modern Romances
WABC, ABC

BELL, JOSEPH
My True Story, Whispering
Streets, Modern Romances
WABC, ABC

BELL, RALPH
My True Story
WABC

BELLER, MARY LINN
CBS-TV

BENNETT, CONSTANCE
Your Better Tomorrow
ABC

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill
The Jack Benny Show, CBS, CBS-
TV.

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENOIT, PAT
Mr. Peppers
NBC-TV

BENSON, COURT
My True Story, Whispering
Streets, It's Time, Modern
Romances
WABC, ABC

BENZELL, MIMI
B. Bridgeport, Conn.; Ed Sullivan,
CBS; Voice of Firestone, ABC

BERG, NANCY
Count Sheep
NBC-TV

BERGEN, EDGAR
Do You Trust Your Wife? CBS-TV

BERGEN, JERRY
Super Circus
ABC-TV

BERGMAN, ALAN
Whispering Streets
WABC

BERLE, MILTON
Milton Berle Show, NBC-TV

BERLINGER, WARREN
CBS-TV

BERWIN, BERNICE
One Man's Family
NBC-TV

BETZ, CARL
My True Story
WABC, CBS-TV

BISHOP, WILLIAM
It's A Great Life
NBC-TV

**SAM
LEVENSON**



**MARY
MARGARET
McBRIDE**

FULL NBC
RADIO
NETWORK



Exclusive Management:
ESTELLA H. KARN
49 WEST 45TH STREET
NEW YORK CITY



Ed and Pegeen Fitzgerald

BLACKBURN, DOROTHY

Robert Montgomery's
Summer Theatre
NBC-TV

BLAKE, AMANDA

CBS-TV

BLANC, MEL

Musical Chairs
NBC-TV

BLOCK, MARTIN

WABC

BOLAND, JOSEPH

My True Story, Whispering
Streets, Paging the New
WABC

BOLES, JIM

Whispering Streets, Com-
panion, Paging the New,
It's Time
WABC

**BONTEMPI, PINO &
FEDORA**

Continental Cookery With the Bon-
tempis, WABC TV; Italian Cookery
With the Bontempis, WNHC TV;
Night at Tufaro's, WMCA

BOONE, RICHARD

B. June 18, Los Angeles, Calif.
Medic, NBC-TV

BOULTON, MILO

My True Story
WABC

BOVA, JOE

Time For Fun
WABC-TV

BRACKEN, EDDIE

Make the Connection
NBC-TV

BRADY, PAT

Roy Rogers Show
NBC-TV

BRASFIELD, ROD

Grand Ole Opry
NBC

BRAZIER, BURT

Whispering Streets
WABC

BRESLIN, PATRICIA

People's Choice
NBC-TV

BRIGHT, PATRICIA

CBS-TV

BRIGGS, DON

Adventure of the Abbots
NBC

BROMFIELD, LOUIS

Offbeat
ABC

BROWN, JAMES

Adventures of Rin Tin Tin
ABC-TV

BROWN, JIMMY

Pinky Lee Circus Show
NBC-TV

BROWN, TED

Phrase That Pays
NBC

BROCKE, EDWIN

My True Story
WABC

BRYAN, ARTHUR Q.

B. May 8, 1899, Brooklyn, N. Y.
Fibber McGee & Molly, NBC

BUFFANO, JULES

Texaco Star Theatre
NBC-TV

BUKA, DONALD

My True Story, Whispering
Streets
WABC

BUNCE, ALAN

Ethel & Albert
ABC-TV

BURBIG, HENRY

Tinker
WABC-TV

BURLEN, MARGARET

My True Story
WABC

BURNS, GEORGE

CBS-TV

BURTON, SARAH

Paging the New
WABC

BURR, ANNE

Greatest Gift
NBC-TV

BUTLER, FRANK

Companion
WABC

BUTTONS, RED

NBC-TV

BYINGTON, SPRING

CBS-TV

— C —

CAESAR, SID

Caesar's Hour, NBC-TV

CALDWELL, SAM

Garden Gate
CBS

CALRON, FRANCES

When A Girl Marries
ABC

CAMARGO, RALPH

Robert Montgomery Show, Goodyear
Playhouse, ALCOA Playhouse, The
Big Story, Perry Como Show, NBC-
TV; Our Miss Brooks, CBS-TV

CAMPBELL, FLORA

CBS-TV

CAMPBELL, JAMES

My True Story
WABC

JERRY COLONNA

*Personal
Management:*

RED DOFF



ART CARNEY

Jackie Gleason Show
CBS-TV

Personal Management
Wm McCaffrey Agency
ELdorado 5 1076



BESS MYERSON

Exclusive Representative
MARTIN GOODMAN
65 WEST 54th St.

CAMPBELL, PATSY
My True Story, Whispering
Streets, Companion, Paging
the New
WABC

CANTOR, EDDIE
B. Jan. 31, 1893, N.Y.C.; Colgate
Comedy Hour, NBC-TV; The Eddie
Cantor Show, ZIV-TV

CARNEY, ART
B. Nov. 4, 1918, Mt. Vernon,
N. Y.; Jackie Gleason Show, Studio
One, Climax, Arthur Godfrey &
Friends, I've Got A Secret, CBS

CARSON, JOHNNY
B. Oct. 23, 1925, Cornua, Iowa.
The Johnny Carson Show, CBS-TV

CARPENTER, CLIFF
My True Story
WABC

CARSON, JACK
B. Oct. 11, 1911, Manitoba, Can-
ada; The Jack Carson Show, CBS;
U. S. Steel Hour, Climax, Screen
Directors Playhouse, CBS-TV; The
Jack Carson Show, NBC-TV

CARSON, JEAN
My True Story, Whispering
Streets, Color Spectaculars
WABC, NBC-TV

CARSON, KEN
CBS-TV

CARR, MARION
My True Story, Whispering
Streets, Companion
WABC

CARROLL, LEO G.
Topper
ABC-TV

CARROLL, PAT
Color Spectaculars
NBC-TV

CASELL, ARTHUR
My True Story, Companion,
Whispering Streets
WABC

CASSINI, IGOR
NBC-TV

CAUBET, SUSAN
My True Story, Whispering
Streets
WABC

CERE, BENNETT
CBS-TV

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHANDLER, FREDI
My True Story, Whispering
Streets
WABC

CHAPIN, LAUREN
Father Knows Best
NBC-TV

CHASE, ILKA
Masquerade Party
ABC-TV

CHASE, STEPHEN
When A Girl Marries
ABC

CHOAT, HELEN
When A Girl Marries
ABC

CHILDRESS, ALVIN
CBS-TV

CLAIRE, HELEN
My True Story, Whispering
Streets, Paging the New
WABC

CLARK, LOU
My True Story, Whispering
Streets
WABC

CLAUSEN, CONNIE
CLINTON, MILDRED
My True Story
WABC
COCA, IMOGENE
NBC-TV

COLONNA, JERRY
Super Circus
ABC-TV

COLLINGWOOD, CHARLES
CBS-TV

COLLINS, TOM
My True Story, Whispering
Streets
WABC

COLLYER, BUD
CBS-TV

COMBS, GEORGE
HAMILTON
WABC-TV

COMO, PERRY
Perry Como Show, NBC-TV

CONWAY, BERT
My True Story
WABC

CONNOR, WHITFIELD
My True Story
WABC

COPELAND, JOAN
Companion
WABC

COPELAND, MAURICE
Hawkins Falls
NBC-TV

CORDELL, CATHLEEN
Paging the New, Modern
Romances
WABC, ABC

CORE, NATALIE
My True Story
WABC

TWO TON BAKER

THE FRIENDLIEST GUY IN SHOW BUSINESS



Imperial-Moppet Records

ABC Television

Coast-to-Coast Transcribed Radio Show

JACK CARSON



Management: MCA
Personal Manager: Frank Stempel



"Here's Looking At You"

NBC-TV

RICHARD WILLIS

COOGAN, RICHARD
CBS-TV

COOK, LINN
My True Story, Page the
New. When A Girl Marries
WABC, ABC

COOKE, ALISTAIR
CBS-TV

COOPER, JACKIE
People's Choice
NBC-TV

COTSWORTH, STAATS
My True Story, Whispering
Streets, When A Girl
Marries
WABC, ABC

COUGHLIN, FRANCIS
Down You Go
ABC-TV

COX, WALLY
Mr. Peepers
NBC-TV

COY, JIM
B. Oct. 5, 1916, Kansas City, Mo.
Douglas Fairbanks Theatre, Henry
Fonda Theatre, Guy Lombardo's
New Year's Eve, NBC-TV; Coy's
Corner, Guy Lombardo's Serenade,
NBC; Aunt Jenny's Stories, CBS

COX, WALTER
Frontier
NBC-TV

CRABBE, BUSTER
Capt. Gallant
NBC-TV

CRAWLEY, MATT
Companion
WABC

CRONKITE, WALTER
CBS-TV

CROSBY, BOB
B. Aug. 23, 1913, Spokane, Wash.
The Bob Crosby Show, Climax, CBS-
TV

CUMMINGS, ROBERT
NBC-TV, CBS-TV

CURTIN, JOSEPH
Whispering Streets
WABC

CURTIS, BARRY
CBS-TV

CURY, IVAN
My True Story
WABC

CUTTS, PATRICIA
Down You Go
ABC-TV

— D. —

DABNEY, AUGUSTA
Robert Montgomery's Sum-
mer Theatre. Whispering
Streets, Companion
NBC-TV, WABC

DALTON, DORIS
My True Story. Whispering
Streets, When A Girl Marries
WABC, ABC

DALY, JOHN
ABC, CBS-TV

D'ANDREA, TOM
Life of Riley, Soldiers
NBC-TV

DANIS, LEW
Italian Feature Film Theatre, Win
A Million, Food For Thought, The
Music Corner

DARNAY, TONI
Whispering Streets, Modern
Romances
WABC, ABC

DAVIES, BLAIR
Brighter Day
CBS-TV

DAVIS, GAIL
CBS-TV

JACKSON BECK

ANNOUNCER

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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- DAVIS, JOAN**
NBC-TV
- DAY, DENNIS**
Nutrilite Radio Show
NBC
- DeCAMP, ROSEMARY**
Bob Cummings Show
NBC-TV, CBS-TV
- DEFORE, DON**
Adventures of Ozzie & Harriet
ABC-TV
- DEE, RUBY**
Whispering Streets
WABC
- DEEL, SANDRA**
Caesar's Hour
NBC-TV
- DeKOVEN, ROGER**
My True Story, Paging the Romances, When A Girl New, It's Time. Modern Marries
WABC, ABC
- DELMAR, KENNY**
It's Time
WABC
- DeSANTIS, JOSEPH**
Paging the New, Modern Romances
WABC, ABC
- DEVINE, ANDY**
Wild Bill Hickox
NBC-TV
- DeWITT, GEORGE**
CBS-TV
- DeWOLFE, MARIE**
When A Girl Marries
ABC
- DOBBS, BETTY**
Whispering Streets
WABC
- DOIG, BARRY**
Whispering Streets
WABC
- DOLLAR, LYNN**
B. Aug. 14, 1924, North Dakota.
\$64,000 Question, CBS-TV
- DONALD, PETER**
B. June 6, 1918, Bristol, England.
Masquerade Party, Pantomime Quiz, Don Mc Neill's Breakfast, ABC-TV; Robert Q. Lewis Show, Arthur Godfrey Talent Scouts, CBS-TV
- DONAHUE, ELINOR**
Father Knows Best
NBC-TV
- DONNELLY, ANDY**
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
- DORSEY, JIMMY**
CBS-TV
- DORSEY, TOMMY**
CBS-TV
- DOUGLAS, SUSAN**
My True Story, Whispering Streets, Paging the New, When A Girl Marries
WABC, ABC
- DOWNS, HUGH**
Home
NBC-TV
- DRAKE, CHARLES**
Robert Montgomery's Summer Theatre
NBC-TV
- DRAKE, DIANA**
My True Story
WABC
- DRAKE, GALEN**
Housewives Protective League, Starlight Salute
WCBS, CBS

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ALAN BUNCE

ABC-TV
FRIDAY — 10 P.M.

Written by
PEG LYNCH
WALTER HART
Producer-Director



MISS FRANCES

DING DONG SCHOOL

NBC-TV

TENNESSEE ERNIE FORD

DRAPER, MARGARET
My True Story, Whispering
Streets, Paging the New,
Modern Romances
WABC, ABC

DRESS, JACK
Wednesday Night Fights
ABC-TV

DRESSLER, ERIC
Whispering Streets
WABC

DREW, WENDY
My True Story, Whispering
Streets, Companion, Paging
the New
WABC

DRYDEN, ROBERT
My True Story, Companion,
It's Time, When A Girl
Marries
WABC, ABC

DUANE, DICK
ABC Paramount Records

DuFOUR, VAL
First Love
NBC-TV

DUKAS, JIM
Whispering Streets
WABC

DUMAS, HELEN
My True Story, Whispering
Streets, It's Time
WABC

DUNN, JAMES
It's A Great Life
NBC-TV

DUNNINGER, THE GREAT
NBC-TV

DURANTE, JIMMY
Texaco Star Theatre
NBC-TV

DUTRA, JOHN
First Love
NBC-TV
DWYER, VIRGINIA
CBS-TV

— E —

EBSEN, BUDDY
Disneyland
ABC-TV

EDWARDS, ALLYN
NBC

EDWARDS, DOUGLAS
Wendy Warren & the News
CBS

EDWARDS, RALPH
B. June 13, 1913, Merino, Colo.
This Is Your Life, NBC-TV

EGGLESTON, SHIRLEY
My True Story, Whispering
Streets, Companion
WABC

ELSTNER, ANNE
Stella Dallas
NBC

ELSPETH, ERIC
When A Girl Marries, Com-
panion, It's Time
ABC, WABC

ELLEN, MINETTA
One Man's Family
NBC

**ELLIOTT, BOB &
GOULDING, RAY**

Monitor
NBC, WINS

ELLYN, JEAN
My True Story, Paging the
New
WABC

EMORY, CARL
Paging the New
WABC

**ERICKSON,
CORYDON**
B. Dec. 26, 1944, N. Y. C.
Robert Montgomery Presents,
Goodyear, Hit Parade, Lux Video
Theatre, Omnibus, U. S. Steel
Hour, I Remember Mama

**ERICKSON,
LAUNCELOT**
B. N. Y. C.

EVANS, DALE
Roy Rogers Show
NBC-TV, NBC

EVANS, BERGEN
Down You Go.
ABC-TV

EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV

EVERETT, ETHEL
My True Story, Companion,
Time, Whispering Streets,
When A Girl Marries
WABC, ABC

— F —

FABIAN, OLGA
Whispering Streets
WABC

FABRAY, NANETTE
Caesar's Hour
NBC-TV

FADIMAN, CLIFTON
Conversation
NBC

FAIRBANKS, DOUGLAS
NBC-TV

FALKENBURG, JINX
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV



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FARRELL, FRANK
Luncheon at the Sheraton
ABC

FARRELL, JIM
My True Story
WABC

FAULK, JOHN HENRY
WCBS

FELTON, HAPPY
NBC-TV

FELTON, VERA
CBS-TV

FERNANDEZ, PETER
My True Story, Companion
WABC

FIELD, LOGAN
Date With Life
NBC-TV

FISHER, EDDIE
Eddie Fisher Coke Time, NBC-TV

FISHER, JANE
Romper Room
WABC-TV

FISKE, PERRY
When A Girl Marries
ABC

FITZGERALD, ED
B. Feb. 8, Troy, N. Y. The Fitz-
geralds, WABC

FITZGERALD, PEGEEN
B. Nov. 24, Kansas; Strictly Pe-
geen, WRCA; The Fitzgeralds,
WABC

FITZMAURICE, MICHAEL
Radio Registry

FITZMAURICE, PAMELA
My True Story
WABC

FLANAGAN, BRIAN PUD
CBS-TV

FLYNN, BERNADINE
Hawkins Falls
NBC-TV

FORD, CONSTANCE
CBS-TV

FORD, TENNESSEE ERNIE
B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Ford Show, NBC-
TV, CBS; Capitol Records

FORREST, RAYMOND E.
Children's Theatre WRCA

FOSTER, MARY LOU
My True Story
WABC

FOSTER, PHIL
Caesar Presents
NBC-TV

FOX, SONNY
CBS-TV

FOX, VIVIAN
Whispering Streets
WABC

FRANCIS, ARLENE
CBS-TV

FRANCIS, EUGENE
Whispering Streets
WABC

FRANCIS, IVOR
My True Story, It's Time,
Whispering Streets, Modern
Romances
WABC

FRANDSEN, TOM
B. July 20, Los Angeles, Calif.
See-Hear, Late Date Ar the
Movies, Frandsen's Features,
KRCA

FRANK, CARL
It's Time
WABC

FRANKLIN, JOE
B. Mar. 9, 1926. Joe Franklin's,
WABC; Memory Lane, WABC-TV

FRAWLEY, WILLIAM
CBS-TV

FREEMAN, FLORENCE
Wendy Warren & the News,
Young Widder Brown
CBS, NBC

FROST, ALICE
My True Story, Whispering
Streets
WABC

FULLER, ED
My True Story, Whispering
Streets
WABC

FUSSELL, SARAH
My True Story, Companion,
It's Time, Whispering
Streets, When A Girl
Marries
WABC

— G —

GALEN, HETTIE
My True Story
WABC

GARDE, BETTY
It's Time
WABC

GARDNER, DON
WABC

GARGAN, WILLIAM
Barrie Craig, Confidential
Investigator
NBC

GARROWAY, DAVE
Today, Wide Wide World,
Monitor
NBC-TV, NBC

DANNY THOMAS

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ABC-TV

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Management:
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HOST-NARRATOR
ON
CISCO KID — GENE AUTRY
SERIES

WABC-TV

GATESON, MARJORIE
CBS-TV

GAYER, ANNE MARIE
Whispering Street,
Companion, My True Story
WABC

GELLMAN, GLORIA GOULD
Whispering Streets
WABC

GENTNER, DIANE
CBS-TV

GEORGE, EARL
When A Girl Marries
ABC

GERALD, ARA
When A Girl Marries
ABC

GERALD, HELEN
My True Story, Paging the
New
WABC

GETHERS, STEVEN
CBS-TV

GIBSON, VIRGINIA
So This Is Hollywood
NBC-TV

GIELGUD, SIR JOHN
Adventures of Sherlock
Holmes
NBC

GILBERT, RUTHIE
Buick-Berle Show
NBC-TV

GILLESPIE, JEAN
Whispering Streets
WABC

GILMAN, PAGE
One Man's Family
NBC-TV

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GOBEL, GEORGE
B. May 20, 1920, Chicago, Ill.
The George Gobel Show, NBC-TV

GOITZ, THEO
CBS-TV

GODFREY, KATHY
CBS

GODDARD, DON
Medical Horizons
ABC-TV

GOODKIN, ALICE
My True Story
WABC

GORDON, GALE
CBS-TV

GORDON, JOYCE
My True Story, Companion,
Modern Romances
WABC, ABC

GRAHAM, LEE
Letter To Lee Graham, WABC

GRAHAM, SHEILAH
Hollywood Today
NBC-TV

GRAHAM, VIRGINIA
B. July 4, Chicago, Ill. Food For
Thought, DuMont TV; The Falcon,
ABC; Celebrity Corner, NBC

GRANIK, TED
American Forum of the Air,
Youth Wants To Know
NBC-TV

GRANT, BERNARD
Modern Romances, When A
Girl Marries, My True Story
ABC, WABC

GRAY, BILLY
Father Knows Best
NBC-TV

GRAZIANO, ROCKY
Martha Raye Show
NBC-TV

GREGSON, JACK
ABC

GREEN, HETTIE
Whispering Streets
WABC

GREEN, MITZI
So This Is Hollywood
NBC-TV

GREENHOUSE, MARTHA
Whispering Streets,
Companion
WABC

GREY, ARLYNE
B. Sept. 3, 1926, N. Y. C.; What's
My Line, Garry Moore Show, Douglas
Edwards, CBS-TV; Sid Caesar,
Great Gildersleeve, WNBT; I Led
3 Lives, ABC-TV

GREY, WILLIAM
My True Story
WABC

GRIGGS, JOHN
When A Girl Marries,
Offbeat
ABC

GRIFFITH, LES
WABC

GRIFFIN, MERV
CBS-TV

GRIMES, JACKIE
Companion, It's Time,
Modern Romances
WABC, ABC

GROVE, BETTY ANN
B. Sept. 9, 1921, Cambridge, Mass.;
Big Payoff, CBS-TV

GRUNDY, DORIS
My True Story
WABC

GUNN, GEORGE
Whispering Streets
WABC



MARTHA WRIGHT

CBS-TV

CBS-RADIO



GORDON MacRAE

JOHNNY MERCER

— H —

HAAG, ROBERT
My True Story, Whispering
Streets, Modern Romances
WABC, ABC

HAGEN, JEAN
Make Room For Daddy
ABC-TV

HAGY, RUTH GERI
College Press Conference
ABC-TV

HAINES, LARRY
CBS-TV

HALE, FRANK
Companion
WABC

HALL, BOB
Music Till Dawn
WCBS

HALOP, FLORENCE
B. Jan. 23, N. Y. C.; Meet Millie,
CBS-TV

HALPIN, JOSEPHINE
Your Better Tomorrow
ABC

HAMER, RUSTY
Make Room For Daddy
ABC-TV

HAMILTON, GENE
B. Feb. 22, 1910, Toledo, Ohio;
Henry J. Taylor, Gen. Motors, NBC;
Norman V. Peale, Monitor, NBC;
Dr. Gino Morning Show, WRCA;
Operas, NBC-TV

HAMILTON, RICHARD
My True Story
WABC

HAMMOND, EARL
B. June 17, 1921, N. Y. C.;
Studio One, You Are There, Val-

iant Lady, Danger, CBS-TV; Rob-
ert Montgomery Presents; NBC-
TV; Magic Cottage, DuMont

HAMPDEN, BURFORD
My True Story, Modern
Romances
WABC, ABC

HARRIS, ROBERT H.
The Goldbergs, DuMont; The
Elgin Hour, ABC; Philco TV
Playhouse, NBC; Studio One,
You Are There, Omnibus, CBS

HARRISON, NELL
Whispering Streets
WABC

HART, JOHN
Lone Ranger
ABC-TV

HARVIN, JANE
Whispering Streets
WABC

HARVEY, HELEN
My True Story, Companion
WABC

HARVEY, MARILYN
B. Mar. 19, 1929; Danger, CBS-TV;
Morey Amsterdam Show, Ern West-
more Show, Joe Franklin Show,
ABC-TV; Man Behind the Badge,
NBC-TV

HASTINGS, BOB
My True Story, Companion,
Whispering Streets, Modern
Romances
WABC, ABC

HASTINGS, DON
Whispering Streets
WABC

HAZEN, ETHEL
My True Story
WABC

HAYES, GEORGE
WABC

HAYMES, BOB
Melody in the Night
WCBS

HAYNES, ROBERTA
B. Aug. 19, Wichita Falls, Tex.;
Foreign Intrigue, Paris Precinct,
Crusader, Syndicated; Casablanca,
ABC-TV; Knight of the South Seas

HAYWORTH, VINTON
My True Story, Whispering
Streets
WABC

HEALY, MARY
Masquerade Party
ABC-TV

HEATHERTON, RAY
The Merry Mailman, WOR-TV;
Luncheon at Sardi's, Supper at
Sardi's, WOR

HEIDT, HORACE
Swift's Show Wagon
NBC-TV

HELGESON, JOE
My True Story, Whispering
Streets
WABC

HEMPEL, ELEANOR
Little Schoolhouse

HENDERSON, MARCIA
Dear Phoebe
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HERLIHY, ED
NBC

HEWITT, ALAN
My True Story, Modern
Romances
WABC, ABC

Jim Coy

Announcer - Actor
Narrator

Personal Management
M.C.A.





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DETROIT, MICH.

ABC
NETWORK

☆☆☆ RADIO AND TELEVISION ARTISTS ☆☆☆

HIGBY, MARY JANE
It's Time, When A Girl
Marries
WABC, ABC

HITCHCOCK, ALFRED
CBS-TV

HOBBS, PETER
CBS-TV

HOLBROOK, HAL
CBS-TV

HOLBROOK, HARRY
Whispering Streets
WABC

HOLCOMB, HARRY
My True Story
WABC

HOLCOMBE, HARRY, JR.
When A Girl Marries
ABC

HOLMES, WENDELL
My True Story, When A
Girl Marries
WABC, ABC

HOLLAND TOM
When A Girl Marries
ABC

HOPE, BOB

B. May 29, 1903, London, England;
The Bob Hope Show, NBC-TV

HORWICH, FRANCES
Ding Dong School, NBC-TV

HOSLEY, PATRICIA
My True Story, Whispering
Streets
WABC

HOWE, QUINCEY
Outside USA
ABC-TV

HOYT, BRADFORD
Paging the New, Whispering
Streets
WABC

HUBBARD, IRENE
Companion, Whispering
Streets
WABC

HUGHES, ARTHUR
When A Girl Marries
ABC

HULL, WARREN
CBS-TV

HUSZAGH, JANE
My True Story, Whispering
Streets
WABC

— I —

IRVING, HOLLIS
My True Story
WABC

IRVING, MARGARET
People's Choice
NBC-TV

IVEX, EDITH
Whispering Streets
WABC

— J —

JACKSON, EDDIE
Texaco Star Theatre
NBC-TV

JACKSON, SHERRY
Make Room For Daddy
ABC-TV

JAMES, DENNIS

Chance of a Lifetime
ABC-TV

JAMES, JERI LOU
CBS-TV

JAMESON, HOUSE
Robert Montgomery's
Summer Theatre,
Pepper Young's Family
NBC-TV, NBC

JANAVER, RICHARD
My True Story, Whispering
Streets
WABC

JANNEY, LEON
My True Story, Companion,
Paging the New, It's Time,
Modern Romances
WABC, ABC

JEFFREYS, ALLAN
It's Time
WABC

JEFFREYS, ANNE
Topper
ABC-TV

JEROME, ED
My True Story
WABC

JOHNSON, ARTE
CBS-TV

JOHNSON, JASON
Whispering Streets
WABC

JOHNSON, JUDY
CBS-TV

JOHNSON, RAYMOND E.
My True Story, Whispering
Streets, When A Girl Marries
WABC, ABC

JONES, GORDON
So This Is Hollywood
NBC-TV

JONES, VENZUELLA
Whispering Streets, When
A Girl Marries
WABC, ABC

JORDAN, JAMES E.

B. Nov. 16, Peoria, Ill.; Fibber
McGee & Mollie, NBC

JORDAN, MARIAN

B. Apr. 15, Peoria, Ill.; Fibber
McGee & Molly, NBC



MAGGI McNELLIS

★



MIKE WALLACE

NBC

WABD



PETER DONALD



ARLYNE GREY

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JORDAN, OLIVER
My True Story
WABC

JOUVAIN, REGINA
My True Story, When A
Girl Marries
WABC, ABC

JUSTER, EVELYN
My True Story, Whispering
Streets, Companion, Paging
the New, Modern Romances
WABC, ABC

— K —

KAPLAN, MARVIN
B. Jan. 24, 1927, Brooklyn, N. Y.;
Meet Millie, CBS-TV

KAREN, BARBARA
My True Story, Whispering
Streets
WABC

KEAN, GERALD
When A Girl Marries
ABC

KEANE, TERESA
My True Story, Whispering
Streets, Paging the New
WABC

KEDDY, GRACE
My True Story, Companion,
It's Time, When A Girl
Marries
WABC, ABC

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.;
Ethel & Albert, ABC-TV; Doctor
Six Gun, NBC; The Secret Storm,
Love of Life, Valiant Lady, CBS-
TV; American Inventory, NBC-TV

KEESHAN, BOB
CBS-TV

KEITH, BRIAN
CBS-TV

KELLY, JACK
Warner Brothers Presents
ABC-TV

KELLY, PAULA
CBS-TV

KENT, ELAINE
Whispering Streets, My
True Story, Companion
WABC

KERMAN, DAVID
Modern Romances
ABC

KIERNAN, WALTER
Weekday, Greatest Moments
In Sports
NBC-TV, NBC

KILGALLEN, DOROTHY
CBS-TV

KINNE, KIT
Home
NBC-TV

KINSELLA, WALTER
It's Time, Modern Romances
WABC, ABC

KINSKEY, LEONARD
People's Choice
NBC-TV

KIRBY, DUBWARD
CBS-TV

KLEIN, CHRIS
Whispering Streets
WABC

KLUGE, GEORGE
My True Story
WABC

KOVACS, ERNIE
Ernie Kovacs TV Show, NBC-TV;
Ernie Kovacs Show, ABC

KRAMER, MANDEL
Companion, Paging the New,
Modern Romances
WABC, ABC

— L —

LAIRE, JUDSON
CBS-TV

LALLY, WILLIAM
My True Story, Paging the
New, Modern Romances
WABC, ABC

LANG, ANDREW
Your Better Tomorrow
ABC

LANG, WILLIAM A.
Soundmirror
ABC

LARKIN, JOHN
My True Story, Modern
Romances, Right to Happi-
ness
WABC, ABC, NBC

LARSEN, KEITH
CBS-TV

LAST, RUTH
My True Story, Companion
WABC

LAUTER, HARRY
CBS-TV

LAWFORD, PETER
Dear Phoebe
NBC-TV

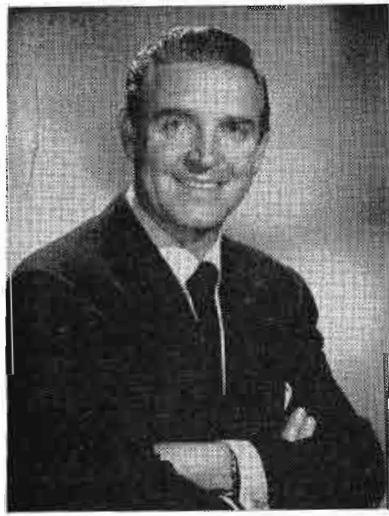
LAWRENCE, ELIZABETH
My True Story
WABC

LAWRENCE, TEDD
WABC

LAZAR, JOAN
Whispering Streets, Com-
panion, My True Story
WABC

LAZAR, PETER
My True Story
WABC

LEE, PINKY
NBC-TV



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Publicity — Mel Braveman
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JANET TYLER

"The Weather Girl"
WABC-TV

PRODUCER-WRITER-ARTIST



RAY HEATHERTON

"The Merry Mailman" — WOR-TV & MBS
"Luncheon At Sardi's" — WOR

Personal Management — SANDY HOWARD
JUdson 6-6610



MARY SHIPP

LEIGH, SYLVIA
My True Story
WABC

LEIGHTON, ISABEL
Your Better Tomorrow
ABC

LEIGHTON, LINDA
One Man's Family
NBC-TV

LEMBCKE, CONNIE
My True Story, Whispering
Streets, It's Time, Com-
panion
WABC

LEMBCKE, CONSUELO
When A Girl Marries
ABC

LEONARD, BILL
This Is New York
WCBS, CBS-TV

LESCOULIE, JACK
Today, Jackie Gleason Show
NBC-TV, CBS-TV

LEVENSON, SAM
B. Dec. 28, 1911, New York City.
This Is Show Business, Toast of
the Town, CBS

LEVIN, MARTIN
Eye Opener
NBC-TV

LEWBEL, BUNNY
Companion
WABC

LEWIS, ABBY
My True Story, Whispering
Streets, Companion, It's
Time
WABC

LEWIS, FORREST
Woman In My House
NBC

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.;
Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.
CBS-TV

LEY, WILLY
Offbeat
ABC

LIBERACE
B. May 16, 1920, Milwaukee, Wis.;
The Liberace Show, Syndicated TV

LINKLETTER, ART
People Are Funny
NBC-TV, NBC, CBS-TV

LIPTON, JAMES
Guiding Light
CBS-TV

LIPTON, WILLIAM, JR.
My True Story, Whispering
Streets, Companion, It's
Time, When A Girl Marries
WABC, ABC

LOBIN, PEGGY
Paging the New
WABC

LON, ALICE
Lawrence Welk Show
ABC-TV

LOR, DENISE
CBS-TV

LORDE, ATHENA
My True Story, Whispering
Streets, It's Time
WABC

LORING, ANN
My True Story, Whispering
Streets, Paging the New,
Modern Romances
WABC, ABC

LORING, LYNN
My True Story, Companion,
When A Girl Marries
WABC, ABC, CBS-TV

LORNE, MARION
Mr. Peepers
NBC-TV

LORRING, JOAN
Norby
NBC-TV

LOUIS, GLORIA
Way of the World
NBC-TV

LOWE, JIM
WCBS

LUNDIGAN, BILL
CBS-TV

LUKE, BARBARA
Pinky Lee Circus Show
NBC-TV

LYDON, JIMMY
So This Is Hollywood
NBC-TV

LYNCH, KEN
When A Girl Marries
ABC

LYNCH, PEG
Ethel & Albert
ABC-TV

LYNN, LORNA
Paging the New
WABC

LYNN, MARI
My True Story
WABC


LYNNE, LORNE
Pinky Lee Circus Show
NBC-TV

-- Mc --


McBRIDE, JEAN
CBS-TV

McBRIDE, MARY MARGARET
Mary Margaret McBride Show, NBC
Radio Network

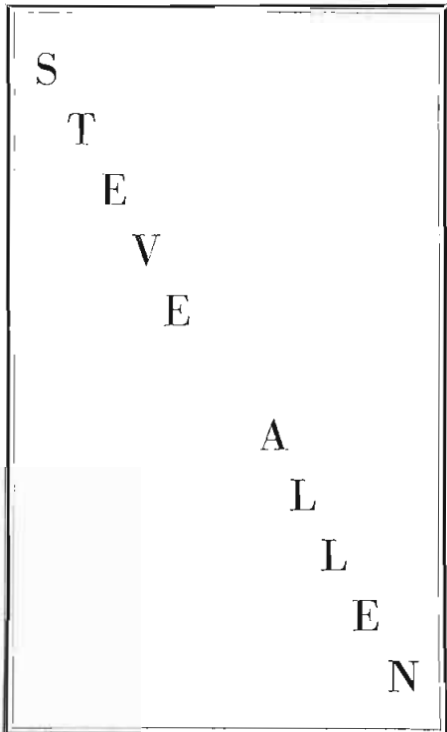
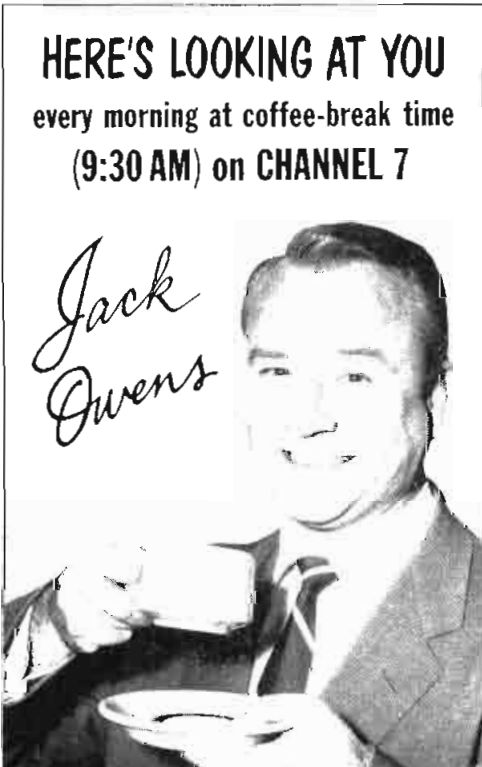
McCAMMON, BESS
My True Story, Companion
WABC



"Miss" Sydney Smith
"BY LINE"
WRCA's
WOMAN'S EDITOR



CONNIE CLAUSEN
RE. 4-0540



McCARTHY, CHARLES F.
WABC

McCARTHY, JOSEPHINE
Herb Sheldon Show
NBC-TV

McCAY, PEGGY
Where Have You Been
NBC

McCRARY, TEX
Weekday
NBC

McELHONE, ELOISE
Modern Romances
ABC

McGRATH, PAUL
When A Girl Marries, My
Son, Jeep, My True Story
ABC, CBS, WABC

McGRAW, CHARLES
Warner Brothers Present's
ABC-TV

McGOVERN, JOHN
My True Story, Companion
WABC

McGUIKE, JAMES
Whispering Streets
WABC

McHUGH, FRANK
Hotel For Pets
NBC

McKAY, JIM
Make the Connection
NBC-TV

McNELLIS, MAGGI
B. June 1, Chicago; Maggi Mc-
Nellis Show, WABC

— M —

MacLAUGHLIN, DON
Road of Life
CBS

MacMANUS, GINGER
CBS-TV

MACK, DOTTIE
ABC-TV

MACK, GILBERT
It's Time
WABC

MACK, TED
NBC-TV, ABC-TV

MacRAE, GORDON
B. Mar. 12, 1921, East Orange,
N. J.; The Colgate Comedy Hour,
NBC-TV

MADISON, GUY
Wild Bill Hickok
NBC-TV

MALONE, TED
Offbeat
ABC

MANN, CLAIRE
B. July 1, N. Y. C.; Clair Mann
Show, WABC-TV

MANN, JEAN
Whispering Streets
WABC

MANN, MICHAEL
My True Story, Whispering
Streets, Companion
WABC

MANSON, CHARLOTTE
My True Story, Whispering
Streets, Paging the New,
When A Girl Marries
WABC, ABC

MARCH, HAL
Imogene Coca Show, Soldiers,
\$64,000 Question
NBC-TV, CBS-TV

MARTIN, DEAN
B. June 7, 1917, Steubenville,
Ohio; Colgate Comedy Hour, NBC-TV

MARTIN, IAN
When A Girl Marries
ABC

MARTIN, LAN
My True Story, Companion,
It's Time
WABC

MARTIN, LEILA
Golden Windows
NBC-TV

MARTIN, MARY
Peter Pan, Skin of Our
Teeth
NBC-TV

MARTIN, ROSS
My True Story, Whispering
Streets
WABC

MARVIN, MILLER
CBS-TV

MARX, GROUCHO
You Bet Your Life
NBC-TV, NBC

MASON, WILLIAM
Whispering Streets, My
True Story, It's Time, When
A Girl Marries
WABC, ABC

MATTEWS, GRACE
My True Story, Whispering
Streets, Companion, Paging
the New
WABC

MAXEY, PAUL
People's Choice
NBC-TV

MEADOWS, AUDREY
CBS-TV

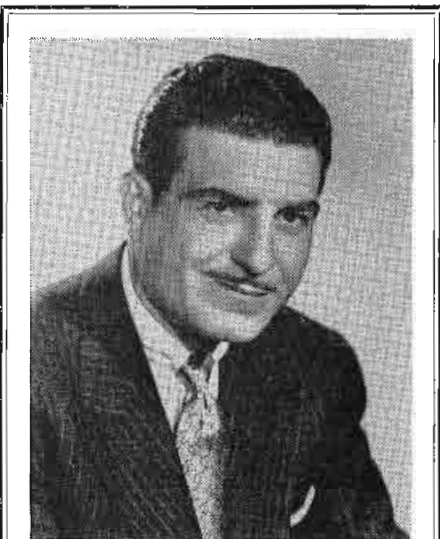
MELTON, SID
CBS-TV

MELVIN, AL
It's Time, When A Girl
Marries
WABC, ABC

MERCER, JOHNNY
B. Nov. 18, 1909, Savannah, Ga.;
Musical Chairs, CBS-TV



JAY STEWART
"Townhall Party"
"Ranch Party"
JAY STEWART PRODUCTIONS
Hollywood



JACK STERLING

"The Jack Sterling Show" — WCBS
"The Big Top" — CBS-TV
"Make Up Your Mind" — CBS



ARTHUR Q. BRYAN



JOE SILVER

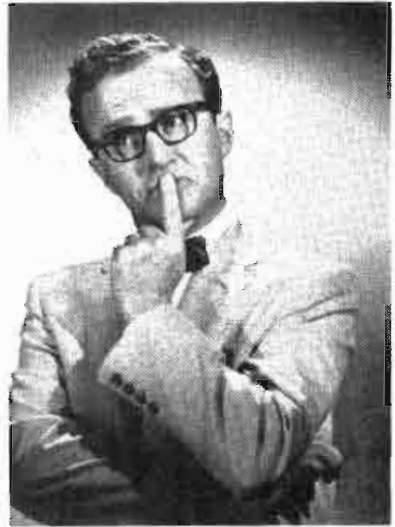
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CAROL IRWIN

PRODUCER

"MAMA"

CBS-TV



BOB NICHOLSON

HOWDY DOODY - - -

MEREDITH, JOY
When A Girl Marries
ABC

MERIWETHER, LEE ANN
Today
NBC-TV

MERRILL, GARY
Justice
NBC-TV

MERRIMAN, RANDY
CBS-TV

MICHAEL, MARY
Whispering Streets, My
True Story
WABC

MILANO, FRANK
My True Story
WABC

MILLER, DEAN
CBS-TV

MILLER, MITCH
CBS

MILLER, SID
Texaco Star Theatre
NBC-TV

MINER, JAN
Whispering Streets, Second
Mrs. Barton
WABC, CBS

MONKS, JAMES
My True Story, Whispering
Streets, When A Girl Mar-
ries, It's Time
WABC, ABC

**MONTGOMERY,
ROBERT**
Lucky Strike Theatre, Johnson's
Wax Program, Schick Television
Theatre, NBC-TV

MOORE, GARY
CBS-TV

MOORE, JOHN
Whispering Streets
WABC

MOORE, TIM
CBS-TV

MORGAN, CLAUDIA
Adventures of the Abbotts
NBC

MORGAN, HARRY
CBS-TV

MORGAN, JANE
CBS-TV

MORGAN, ELIZABETH
My True Story, Whispering
Streets
WABC

MORGAN, ROBIN
CBS-TV

MORGAN, WESLEY
Life of Riley
NBC-TV

MORRIS, HOWARD
Caesar's Hour
NBC-TV

MORRISON, BERT
Paging the New, Inner
Circle
WABC

MOTHERSILL, MARY
Your Better Tomorrow
ABC

MOWRY, JEAN
CBS-TV

MUIR, ELLEN
Modern Romances, When A
Girl Marries, My True Story.
Companion
ABC, WABC

MURPHY, GEORGE
M-G-M Parade
ABC-TV

MURRAY, ARTHUR
NBC-TV

MURRAY, JAN
Dollar A Second, ABC-TV; Jan
Murray Time, NBC-TV

MURRAY, KATHRYN
NBC-TV

MURROW, EDWARD R.
CBS-TV

MYERSON, BESS
B. N. Y.; Big Payoff, Do You Trust
Your Wife, CBS-TV; Bess Myerson's
Almanac, ABC Radio

— N —

NASH, OGDEN
Masquerade Party
ABC-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, DAVID
Adventures of Ozzie &
Harriet
ABC-TV

NELSON, HARRIET
B. July 18, Des Moines, Iowa; Ad-
ventures of Ozzie & Harriet, ABC-
TV


NELSON, HERBERT
CBS-TV

NELSON, JIMMY
Milton Berle Show, The Jimmy Nel-
son Show, NBC-TV


NELSON, RICKY
Adventures of Ozzie &
Harriet
ABC-TV

NELSON, OLMSTED
Whispering Streets
WABC

NELSON, OZZIE
B. Mar. 20, Jersey City, N. J.; Ad-
ventures of Ozzie & Harriet, ABC-
TV



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Exclusive Management
PL 1-2650 HENRY C. BROWN



ROBERT H. HARRIS

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SANDY HOWARD

(SANDY HOWARD PRODUCTIONS)
Producer — Writer — Director
JUdson 6-6610



JIMMY WAKELY



BOB RUSSELL

Director M.C. Writer Composer

"Miss Universe Pageant" Long Beach, Calif.
"Miss World Beauty Pageant" London, Eng.

• • •
"Big Top" CBS-TV—

Management—Frank Cooper Associates

NETTLETON, LOIS
CBS-TV

NEWLAND, JOHN
Robert Montgomery
Presents
NBC-TV

NEWTON, ADELE
Companion
WABC

NEWTON, DICK
When A Girl Marries
ABC

NEWTON, RUTH
Whispering Streets
ABC

NICHOLSON, BOB
Howdy Doodo, NBC-TV

NIDAY, KATHLEEN
Whispering Streets
WABC

NIESEN, CLAIRE
Backstage Wife
CBS

NOA, JULIAN
Whispering Streets,
Companion
WABC

NOMKEENA, KEENA
CBS-TV

NORELL, HENRY
Whispering Streets
WABC

NORTON, CLIFF
Caesar Presents. Caesar's
Hour
NBC-TV

NOVINS, STUART
CBS-TV

— O —

O'BRIEN, HUGH
Wyatt Earp
ABC-TV

O'BRIEN, JOAN
CBS-TV

O'CONNOR, DONALD
Texaco Star Theatre
NBC-TV

OCTO, DANNY
When A Girl Marries
ABC

O'DAY, MICHAEL
My True Story
WABC

OLMSTED, NELSON
Offbeat
ABC

OLSEN, JOHNNY
B. Windom, Minn.; Johnny Olsen
Show, DuMont TV; Olsen Rumpus
Room, Mutual; Second Chance,
NBC; Name That Tune, CBS-TV;
Break the Bank, Masquerade
Party, ABC-TV

ORTEGA, SANTOS
My True Story, Whispering
Streets. Paging the New
WABC

OSBORN, TED
My True Story
WABC

O'SHEA, PATSY
My True Story
WABC

O'SHEA, MICHAEL
It's A Great Life
NBC-TV

OTTENHEIMER, ALBERT
My True Story, When A
Girl Marries
WABC, ABC

OWEN, CLIFF
My True Story
WABC

OWEN, ETHEL
Companion, When A Girl
Marries
WABC, ABC

OWENS, JACK
B. Oct. 17, 1913, Tulsa, Okla.;
The Jack Owens Show, KABC-TV

— P —

PAAR, JACK
CBS-TV

PAIGE, JANIS
CBS-TV

PAIGE, ROBERT
B. Dec. 2, Indianapolis, Ind.; Col-
gate Variety Hour, Hollywood's Best,
NBC-TV; Schlitz Playhouse of Stars,
Strike It Rich, CBS-TV; Queen For
A Day, Mutual & ABC-TV; Guest
MC

PARKS, BERT
Break the Bank, Stop the
Music
ABC-TV

PARKER, ELLEN
Caesar's Hour
NBC-TV

PARKER, FESS
Disneyland
ABC-TV


PARKER, KAY
Whispering Streets
WABC

PARKER, WILLARD
CBS-TV

PATTEN, MARY
My True Story, Whispering
Streets, Companion
WABC

**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; Rinsø Jingles; Les Paul &
Mary Ford at Home, TV Film

RITZ BROTHERS



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8-11 Years

Over 50 appearances in Radio and T.V.,
Dramas and Commercial Industrial Shows,
Records, Screen and Broadway (King of
Hearts).

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RALPH CAMARGO

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ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600



EARL HAMMOND

RADIO — TV
REPRESENTED
BY
HENRY C. BROWN AGCY.

PAUL, SIDNEY
Whispering Streets
WABC

PAYNE, VIRGINIA
Ma Perkins
CBS

PEALE, DR. NORMAN
VINCENT
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PECK, ED
My True Story
WABC

PENMAN, CHARLES
Whispering Streets
WABC

PERKINS, MARLIN R.
Zoo Parade
NBC-TV

PETERSON, DAN
Man Around the House
WCBS

PETERSON, LENKA
My True Story, Whispering
Streets, Paging the New
WABC

PETRIE, GEORGE
Whispering Streets, Com
panion, Paging the New,
My True Story, When A
Girl Marries, Modern Ro
mances, FBI in Peace &
War
WABC, ABC, CBS

PIERCE, MADELEINE
My True Story, Whispering
Streets
WABC

PIKE, REV. JAMES A.
ABC-TV



LYNN DOLLAR

"\$64,000 Question"
CBS-TV

**ELEANOR
HEMPEL'S**



**"LITTLE
SCHOOLHOUSE"**

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Hollywood, California



**THE
JOHNNY CARSON
SHOW**

CBS-TV Thursday Night
Represented by:
WILLIAM MORRIS AGENCY, INC.
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PITONIAK, ANN
My True Story, Whispering
Streets
WABC

PRESCOTT, ALAN
World & You
ABC

PRIEST, NATALIE
My True Story, Whispering
Streets
WABC

FRUD'HOMME, CAMERON
My True Story, Whispering
Streets
WABC

POLEM, NAT
My True Story, Whispering
Streets, Companion
WABC

POOLE, LYNN
Tomorrow's Careers
ABC-TV

PORTER, LINDA
Way of the World
NBC-TV

POST, WILLIAM, JR.
My True Story, When A
Girl Marries
WABC, ABC

POTTER, PAUL
CBS-TV



QUINN, WILLIAM T.
My True Story, Whispering
Streets, Companion
WABC



RABY, JOHN
When A Girl Marries, It's
Time, Concerning Miss Mar-
lowe
ABC, WABC, NBC-TV

BACKUS, JIM
I Married Joan
NBC-TV

RAE, MELBA
CBS-TV

RAEBURN, BRYNA
Counterspy, Gangbusters, Treasury
Agent, Official Detective, Public
Prosecutor, Mutual; It's Time, ABC;
Backstage Wife, CBS

RAFFERTY, FRANCES
CBS-TV

RAFFETTO, MICHAEL
One Man's Family
NBC

RAINES, ELLA
Janet Dean, Registered
Nurse
NBC-TV

RAINS, CLAUDE
NBC

RAYMOND, GENE
Pireside Theatre
NBC-TV

RAYBURN, GENE
Tonight, Sky's the Limit
NBC-TV

KAUMER, CHARITA
My True Story, Whispering
Streets, Paging the New
WABC

RAYE, MARTHA
NBC-TV

RANDLE, BILL
WCBS

RANDELL, RON
Visa
ABC-TV

RANDELL, TONY
Mr. Peepers
NBC-TV

RANDOLPH, ISOBEL
CBS-TV

RANDOLPH, JOYCE
CBS-TV

RAPHAEL, GERIANNE
My True Story, Paging the
New
WABC

RASH, BRYSON
White House Correspondent
ABC

RASKYN, SAM
When A Girl Marries, My
True Story
ABC, WABC

READICK, ROBERT
My True Story
WABC

REAGAN, RONALD
CBS-TV

REDFIELD, WILLIAM
My True Story, Whispering
Streets
WABC

REINER, CARL

Coezar's Hour
NBC-TV

REINHART, ALICE
Woman in My House
NBC

REILLY, HUGH
TV Reader's Digest
ABC-TV

REMEY, ETHEL
My True Story, Modern
Romances
WABC, ABC

REPP, GUY
Whispering Streets, Paging
It's Time
WABC

REYNOLDS, MARJORIE
Life of Riley
NBC-TV

RIJNE, JOSEPH B.
Offbeat
ABC

RICE, ROSEMARY
Whispering Streets
WABC, CBS-TV

RICHARDS, CAROL
CBS-TV

RICHARDS, GRANT
Whispering Streets, Compan-
ion, Pepper Young's Family
WABC, NBC

RICHARDSON, SIR RALPH
Adventures of Sherlock
Holmes
NBC

RITZ BROTHERS

Colgate Comedy Hour, NBC-TV

ROBBINS, FRED
Coke Time Starring
Eddie Fisher
NBC-TV

ROBERTSON, ARNOLD
My True Story, Whispering
Streets, It's Time
WABC

ROBINSON, FLORENCE
Modern Romances, When A
Girl Marries
ABC

ROBINSON, VIRGINIA
CBS-TV

ROGERS, LYNNE
CBS-TV

ROGERS, ROCK
Whispering Streets
WABC

ROGERS, ROY

B. Nov. 5, 1905, Cincinnati, Ohio;
Roy Rogers Show, NBC-TV; Roy
Rogers Show, NBC

RONSON, ADELE
My True Story
WABC

ROONEY, MICKEY
Hey Mulligan, NBC-TV

ROSE, NORMAN
Big Story, It's Time
NBC-TV, NBC, WABC

ROSS, DAVID
Offbeat
ABC

ROSS, LANNY

WCBS

ROST, ELAINE
My True Story, Wh-p
Streets, When A Girl Mar-
ries
WABC, ABC

ROTH, JACK
Texaco Star Theatre
NBC-TV

ROWLAND, JADA
CBS-TV

ROY, CECIL
When A Girl Marries, My
True Story
ABC, WABC

ROY, MICHAEL

B. July 18, 1913, Hanford, N. D.;
Mike Roy's Key to the Kitchen,
Mike Roy's Movie, KRCA, Los
Angeles, Calif.

RUDY, MARTIN
Whispering Streets
WABC

RUGGLES, CHARLIE
World, Mr. Sweeney
NBC-TV

RUIK, MELVILLE
Whispering Streets, City
Hospital
WABC, CBS

RUSSELL, BOB

Big Top, CBS-TV; Live Like A
Millionaire, NBC-TV

RUSSELL, DON

The Newstonite, Pres. Eisen-
hower's News Conf., DuMont;
Monitor, NBC



SALES, SOUPY

WXYZ-TV, Detroit, Mich.; ABC
Network

SANDS, ALAN
Your Better Tomorrow
ABC

SATTERFIELD, RICHARD W.
Your Better Tomorrow
ABC

SCOTT, MARTHA
Modern Romances, Weekday
NBC-TV, NBC

SEELEN, ARTHUR
Whispering Streets
WABC

SEDELL, AMY
My True Story
WABC

SEGMAN, ANNE
Companion
WABC

SEIGEL, SAM E.
Whispering Streets
WABC

SHAW, MARTHA
My True Story
WABC

SHAWN, DICK
Color Spectaculars
NBC-TV

SHEEN, BISHOP
FULTON J.
 Life Is Worth Living
 ABC-TV

SHEEHAN, TEXAS
 Whispering Streets,
 Companion
 WABC

SHELDON, HERB
 NBC-TV

SHERIDAN, NANCY
 Whispering Streets, Pageant
 the New
 WABC

SHERWOOD, BOBBY
 Masquerade Party
 ABC-TV

SHIELDS, HELEN
 Whispering Streets, Pageant
 the New, Concerning Miss
 Marlowe
 WABC

SHOCKLEY, MARIAN
 My True Story, Pageant the
 New, Whispering Streets
 WABC

SHRINER, HERB
 Two For The Money, CBS-TV

SILVERS, PHIL
 CBS-TV

SILVER, JOE
 B. Sept. 28, 1922, Chicago, Ill.;
 Space Funnies, WCBS-TV; Red But-
 tons Show, NBC; Red Skelton Show,
 CBS

SIMMONS, RICHARD
 CBS-TV

SINATRA, FRANK
 NBC

SILVERHEELS, JAY
 Lone Rauger
 ABC-TV

SINCLAIR, ERIC
 Robert Montgomery's
 Summer Theatre
 NBC-TV

SKELTON, RED
 B. July 18, Vincennes, Ind.; The
 Red Skelton Show, Shower of Stars,
 CBS-TV

SLOANE, EVERETT
 It's Time
 WABC

SMITH, BOB
 Howdy Doody
 NBC-TV

SMITH, HOWARD
 CBS-TV

SMITH, JACK
 CBS-TV

SMITH, SYDNEY
 My True Story, Byline
 WABC, NBC

SMITH, WILLIAM
 My True Story
 WABC

SMOLEN, VIVIAN
 Our Gal Sunday
 CBS

SMYTHE, ANTHONY
 One Man's Family
 NBC

SMYDEN, LEIGH
 Bob Cummings Show
 NBC-TV

SOMERS, JIMMY
 Whispering Streets
 WABC

SOREL, GUY
 When A Girl Marries, It's
 Time
 ABC, WABC

SOULE, OLAN
 CBS-TV

SPIVAK, LAWRENCE
 Meet the Press
 NBC-TV, NBC

SPOCK, DR. BENJAMIN
 NBC-TV

STANG, ARNOLD
 Milton Berle Show, Perry
 Como Show
 NBC-TV

STANLEY, JOHN
 Whispering Streets
 WABC

STARR, MARTIN
 Here's Hollywood
 MBS

STEPHENSON, JOHN
 People's Choice
 NBC-TV

STERLING, JACK
 B. June 24, 1915, Baltimore, Md.;
 Jack Sterling Show, WCBS; The Big
 Top, CBS-TV; Make Up Your Mind,
 CBS

STERLING, ROBERT
 Topper
 ABC-TV

STEVENS, JAMES
 My True Story, Whispering
 Streets
 WABC

STEVENS, JULIE
 Romance of Helen Trent
 CBS

STEVENS, MARK
 B. Dec. 13, Cleveland, Ohio; Big
 Town, NBC-TV

STEVENSON, MARGO
 My True Story, Paging the
 New
 WABC

STEWART, JAY
 B. 1920, Summitville, Ind.; Town
 Hall Party, KTTV; Ranch Party,
 KCOP

STODDARD, HAILA
 CBS-TV

STONE, HARVEY
 Onbeat
 ABC

STONE, MILBURN
 CBS-TV

STORM, GALE
 My Little Margie
 NBC-TV

STUART, MARY
 CBS-TV

STUDER, HAL
 Modern Romances
 ABC

SUDROW, LYLE
 My True Story, Whispering
 Streets
 WABC, CBS-TV

SULLIVAN, ED
 CBS-TV

SUTTON, DOLORES
 My True Story, Companion
 WABC

SWEENEY, BOB
 CBS-TV

SWENSON, KARL
 My True Story, Paging the
 New, It's Time
 WABC

SYLVESTER, JOHN
 My True Story
 WABC

— T —

TARPLIN, MAURICE
 When A Girl Marries, It's
 Time
 ABC, WABC

TAYLOR, GAY
 My True Story
 WABC

TAYLOR, JUNE
 CBS-TV

TAYLOR, REESE
 When A Girl Marries
 ABC

TENNYSON, SCOTT
 Whispering Streets, Modern
 Romances
 WABC, ABC

THATCHER, LEORA
 My True Story, Whispering
 Streets
 WABC

THOMAS, DANNY
 B. Jan. 6, Deerfield, Mich.; Make
 Room For Daddy, ABC-TV

THOMAS, FRANK, SR.
 My True Story, Companion,
 Modern Romances
 WABC, ABC

THOMAS, FRANK, Jr
 My True Story, Companion,
 Modern Romances
 WABC, ABC

THOMAS, FRANKIE
 Tom Corbett, Space Cadet
 NBC-TV

THOMAS, JOHN
 My True Story, Whispering
 Streets, Companion, Modern
 Romances
 WABC, ABC

THOMAS, SHIRLEY
 Weekday
 NBC

THOMSON, BARRY
 My True Story
 WABC

THORGERSEN, ED
 Free-Lance, All Networks

THORNTON, GLADYS
 My True Story, Whispering
 Streets, It's Time
 WABC

THORSON, RUSSELL
 One Man's Family
 NBC-TV

THUNHURST, WILLIAM
 My True Story
 WABC

THURMAN, TEDI
 B. June 23, 1928, Midville, Ga.;
 Monitor, NBC; The Mail Story,
 ABC-TV; Studio One, CBS-TV;
 Frontiers of Faith, NBC-TV

TILLSTROM, BURR
 Kukla, Fran & Ollie, ABC-TV

TOOMEY, REGIS
 Mickey Rooney Show
 NBC-TV

TOMPKINS, JOAN
 This Is Nora Drake
 CBS

TOWNSEND, BARBARA
 Whispering Streets,
 Companion
 WABC

TRENT, MIKE
 Easy Money
 NBC

TRENT, SYBIL
 My True Story, Whispering
 Streets
 WABC

TROUP, BOBBY
 Musical Chairs
 NBC-TV

TRUMAN, MARGARET
 Weekday, Martha Raye
 Show
 NBC-TV

TULLY, TOM
 CBS-TV

TYLER, BETTY JANE
My True Story, Companion
WABC

TYLER, JANET

B. Apr. 15, 1922; The Weather
Girl, WABD & WABC-TV; Com-
mercials, CBS; Helen Trent; Sid
Caesar, NBC-TV; Hostess

— V —

VALENTY, LILLI
Whispering Streets
WABC

VANCE, VIVIAN
CBS-TV

VAN DAKE, DICK
CBS-TV

VAN HORN, ARTHUR
WABC

VAN PATTEN, DICK
CBS-TV

VAN PATTEN, JOYCE
My True Story
WABC

VAN ROOTEN, LUIS
Companion
WABC

VAN TELL, TERRA
Paging the New
WABC

VERDUGO, ELENA
CBS-TV

VOLX, VICRI
Companion, My True Story
Whispering Streets, Paging
the New
WABC

VOLKMAN, LOIS
My True Story, Whispering
Streets
WABC

VON ELTZ, THEODORE
One Man's Family
NBC-TV

VON ZELL, HARRY

B. July 11, Indianapolis, Ind.;
Burns & Allen, CBS-TV; Jimmy
Durante Show, NBC-TV

— W —

WALBERG, GERRITT
Whispering Streets
WABC

WALKEN, GLENN
CBS-TV

WALKER, CLINT
Warner Brothers Presents
ABC-TV

WALL, LUCILLE
Lorenzo Jones
NBC

WALLACE, ANDREE
My True Story, Whispering
Streets
WABC

WALLACE, MIKE

Weekday, NBC; The Big Sur-
prise, NBC-TV; Bond Show, Du-
Mont

WARNER, GERTRUDE
Whispering Streets
WABC

WATERMAN, WILLARD
Great Gildersleeve
NBC-TV

WATTS, ELIZABETH
Whispering Streets
WABC

WAYNE, DAVID
Norby
NBC-TV

WEAVER, DENNIS
CBS-TV

WEBB, JACK
Dragnet
NBC-TV

WEBB, RICHARD
CBS-TV

WEBER, KARL
My True Story, Dr. Six Gun
WABC, NBC, CBS-TV

WEBSTER, CHARLES A.
My True Story, Whispering
Streets, Modern Romances
WABC, ABC

WELDON, JIMMY
Funny Boners
NBC-TV

WELDON, MARTIN
Port of New York, Let's
Find Out
WCBS

WELK LAWRENCE

B. Mar. 11, Strasburg, N. D.; The
Lawrence Welk Show, ABC-TV; The
Lawrence Welk Show, Syndicated
Radio

WELLS, MARY K.
My True Story, Whispering
Streets, Paging the New
WABC

WENDY, DREW
Modern Romances
ABC

WESTMORE, ERN
Search for Beauty
NBC-TV

WEAVER, EDWARD
When A Girl Marries
ABC

WEVER, NED
Young Widder Brown
NBC

WILD, EARL
Caesar's Hour
NBC-TV

WILLIAMS, FLORENCE
My True Story
ABC

WILLIAMS, HOLLY
My True Story
WABC

WILLIAMS, MERVIN
When A Girl Marries
ABC

WILLIAMS, MURIEL
CBS-TV

WILLIAMS, SPENCER
CBS-TV

WILLIS, RICHARD

B. Mar. 9, 1908, Baltimore, Md.;
Richard Willis Show, NBC

WILLOCK, DAVE
Do It Yourself Show
NBC-TV

WILSON, ETHEL
When A Girl Marries,
Whispering Streets
ABC, WABC

WINCHELL, PAUL
NBC-TV

WINCHELL, WALTER
MBS

WINDOM, WILLIAM
My True Story
WABC

WINGNA, KIM
CBS-TV

WINSLOW, THYKA
SAMTER
Your Better Tomorrow
ABC

WINTERS, JONATHAN
And Here's the Show
NBC-TV

WIRTH, SANDRA
Super Circus
ABC-TV

WHELL, PATRICIA
Paging the New, Doctor's
Wife
WABC, NBC

WHEELER, BERT
CBS-TV

WHITE, BETTY
Make the Connection
NBC-TV

WHITFIELD, ANNE
One Man's Family
NBC-TV

WHITMAN, ROGER
Man Around the House
WCBS

WOOD, PEGGY
CBS-TV

WOODS, DONALD

Wind From the South, U. S. Steel
Hour, Host on Damon Runyon
Theatre, The Millionaire, CBS-TV;
The Knife Star Stage, NBC-TV;
Host on Woolworth Hour, CBS;
Crossroads, ABC-TV

WOODS, GLENN
Whispering Streets
WABC

WOODS, LESLEY
When A Girl Marries
ABC

WOODSON, WILLIAM
My True Story, Paging the
New
WABC

WRAGGE, BETTY
Pepper Young's Family
NBC

WRIGHT, MARTHA

The Martha Wright Show, Modern
Lullaby, CBS; The Jack Paar
Show, CBS-TV; The Goodyear
Television Playhouse, NBC-TV

WYATT, JANE
Father Knows Best
NBC-TV

WYLER, JIM

Cisco Kid, Gene Autry Series,
WABC-TV

— Y —

VORRE, RUTH
My True Story, Whispering
Streets
WABC

YOUNG, AGNES
Aunt Jenny
CBS

YOUNG, GIG
Warner Brothers Presents
ABC-TV

YOUNG, LORETTA
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC-TV

YOURMAN, ALICE
My True Story, Whispering
Streets, Companion
WABC

— Z —

ZERBE, LAWSON
My True Story, Whispering
Streets, It's Time
WABC

ZUCKER, WILLIAM
Whispering Streets
WABC

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1955



— A —

ADAMS, HERB & KAY
WFBM, Indianapolis, Ind.

ALLEN, AARON
WOAI, San Antonio, Tex.

ALLEN, FRED
Songs For You
WTRP, La Grange, Ga.

AMES BROTHERS
Ed Sullivan's Toast of the Town,
CBS-TV

ANDERSON, PAUL
WJTN, Jamestown, N. Y.

ANDERSON, PEGGY
WDBJ, Roanoke, Va.

ARCHER, GENE
WRC-TV, Washington,
D. C.

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ARTHUR, GEORGE
WHOW, Clinton, Ill.

ASHBY, ALVAN
Toast 'n Coffee
WGBF, Evansville, Ind.

ASTON, BUZZ
KDKA-TV, Pittsburgh, Pa.

AUSTIN, JO
KELO-TV, Sioux Falls,
S. D.

— B —

BABBITT, HARRY
KNX, Los Angeles, Calif.

BAILEY, LIZ
KWBU, Corpus Christi,
Tex.

BAIN, BUDDY
WCMA, Corinth, Miss.

BAKER, BETTY P.
Princess Make Believe
KSL-TV, Salt Lake City,
Utah

BALDWIN, PATTY
KPTV, Portland, Oreg.

BARFIELD, WARREN
WPTF, Raleigh, N. C.

BARKER, RODNEY
Right Around Home
KOLN-TV, Lincoln, Neb.

BARNETT, PAUL
WJKD, Tuscaloosa, Ala.

BARTON, CLARA & JOHN
WHOW, Clinton, Ill.

BAZYN, WALLY
WJAG, Norfolk, Neb.

BECKER, JOHNNIE
KIUP, Durango, Colo.

BEE, MOLLY
Tennessee Ernie Ford Show
NBC-TV

BELLAMY, VIC
WGRG, Louisville, Ky.

BENNETT, CAROLE
WCBS-TV, N. Y. C., N. Y.

BENNETT, JAMES
WQSN, Charleston, S. C.

BENTON, LOU
KFDM-TV, Beaumont, Tex.

BENZELL, MIMI
B. Bridgeport, Conn. Ed. Sullivan
Show, CBS; Voice of Firestone,
ABC

BEVERLY, ELAINE
Meet Your Neighbor
KDKA-TV, Pittsburgh, Pa.

BLAND, ARTIE
KWBU, Corpus Christie,
Tex.

BLAND, SAM
WCEC, Rocky Mount, N. C.

BOWERS, CHUCK
KWTO, Springfield, Mo.

BOWERS, KENNETH
WDAR, Savannah, Ga.

BRACKEN, KAYE
Talent Parade
KATV, Pine Bluff, Ark.

BRADLEY, JOYCE
WBRT, Bardstow, Ky.

BRAUN, BOB
WCPO-TV, Cincinnati,
Ohio

BRAY, CURLY
Buddies of the Airlines
WHBP, Rock Island, Ill.

JANE PICKENS

DRAMATIC SINGING STAR

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RCA VICTOR RECORDS

Personal Management
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BREHMER, LAJRY
KTAC, Tacoma Wash
BROCKMAN, HANK
Mo. Valley Boys
KDRO-TV Sedalia Mo

— C —

CAHILL, BOB
WOW, Omaha, Neb
CAMERON, RON
Turntable
KWIZ Santa Ana Calif
CAMPO, JIBBY
WWLP, Springfield, Mass
CARAGHER, JIMMY
WMBD Peoria, Ill
CARROLL, COLLEEN
Big Red Jamboree
KTYN, Muskogee Okla
CASEY, ETHEL
WNAO-TV Raleigh N C
CECIL, BOBBY
WETZ New Martinsville,
W Va
CHAMBERS, SUE
Coffee Time
WSAZ-TV Huntington
W Va
CLAYTON, NORMAN
WHBF Rock Island Ill
COHEN, PEGGY
WTSK Knoxville Tenn
COLLINS, DOROTRY
Your Hit Parade
NBC-TV
CONNOLLY, JOHN
WWJ-TV Detroit Mich
COSTINO, DICK
KRCA Los Angeles Calif
CORBATT, PATTY
WGL, Fort Wayne Ind
COX, BILLY
Billbilly Jamboree
KDRO-TV Sedalia, Mo

CRAWFORD, BOB
WBAP, Fort Worth Tex
CRAWFORD, CLIFF
KERO-TV, Bakersfield, Cal
CREWS, DOREE
Toby Dowdy Show
WMBR-TV Jacksonville,
Fla
CROSBY, GARY
Edgar Bergen Hour
CBS
CROSBIE, PHIL
KIDQ, Spokane, Wash

— D —

DALE, PAT
WHDH Boston Mass
DALE, VIVIEN
Time Out For Fun
KATV Sioux City Iowa
DANE, JEFF
WTAZ-TV, Norfolk Va
DAVIS, BOB
WLVW Cincinnati Ohio
DAVIS, GENE
KTHS, Little Rock Ark
DAMON, MARION
WFER, Baltimore Md
DAYTONES, TIL
WING, Dayton Ohio
DECAMP, ARDENE
KCBS San Francisco, Cal
DECKER, GRACE
Club Kino
WVEC-TV, Norfolk Va
DEE, JONIE
WEHT-TV Evansville Ind
DE HAVEN, GLORIA
WTVJ, Miami, Fla
DELOATCH, MARY
WRAP, Norfolk Va
DENNIS, MATT
NBC-TV
DE ROSE, BURT
WCRS Amsterdam, N Y

DICK, GERALDINE
WREN Topeka, Kans
DOBSON, JIMMY
KWHU, Cushing Okla
DOHERTY, LINDY
Swan Boat
WBZ-TV, Boston, Mass
DONADIO, TONY
WSEA, York, Pa
DONALDSON, ELAINE
KALL, Salt Lake City
Utah
DOKEY, RAY
WHDH Boston Mass
DRUSKIA, ROY
WEAS Decatur Ga
DUANE, DICK
B Apr 18, 1931, Hollywood, Cal
Ed Sullivan Show, CBS TV, Arthur
Godfrey Morning Show, CBS
DUFFY, MELVIN
WMEV, Marion, Va
**DUNGAN, JACK &
GERTRUDE**
WJTN Jamestown, N. Y
DUNN, ARIZONA
WCTM, Cumberland, Md
DUNN, PAT
WDAF Kansas City, Mo
DUALL, DORIS
WTVT, Petersburg Fla

— E —

EBERLE, BOB
WCBS-TV, N Y C, N Y
ELLIS, MARY & RAYMOND
WAGR, Lumberton N. C
ELLIS, PEGGY ANN
Dancing Party
WABC
ERICKSON, HELENE
Lyrico-Spinto Soprano, Opera, Con-
cert, Radio-TV



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New York • Beverly Hills

Estimate P. 228

ESTES, DON
Sunrise Serenade
KPRC, Houston, Tex.
EZZELL, DOROTHY
Sings for Sunday
WGTM, Wilson, N. C.

— F —

FERNANDEZ, ROSITA
KCOR, San Antonio, Tex.
FISHER, EDDIE
Eddie Fisher, Coke Time, NBC-TV
FISHER, PHYLLIS
KIBS, Bishop, Cal.
FLEMING, HUGH
Callaway Capers
KRCG-TV, Jefferson City, Mo.
FLEMING, NAT
KFDX-TV, Wichita Falls, Tex.
FORREST, FAITH ANN
WSLM, Salem, Ind.
FORTIER, ROSELLE
WCOU, Lewiston, Me.
FOX, CURLEY
KPRC, Houston, Tex.
FULLEI, DIANNE
WDAK, Columbus, Ga.
FURTADO, THOMAS
Dancing Party
WABC

— G —

GARETT, JULIE
KFMB-TV, San Diego, Cal.
GIBSON, DON
WNOX, Knoxville, Tenn.
GIMBLE, JOHNNY
KWTX, Waco, Tex.
GINGERY, GAIL
WMUU, Greenville, S. C.
GIPSEN, JACK
WBAP, Fort Worth, Tex.

GLOVER, JEAN
WGTM, Wilson, N. C.
GONZALEZ, MARY LOU
WTVT, Petersburg, Fla.
GORDON, GINNEY
For the Ladies
WDAY, Fargo, N. D.
GORE, CHARLIE
WFEM, Indianapolis, Ind.
GORME, EYDIE
Tonight
NBC-TV
GREENE, SAM
WLOS-TV, ASHEVILLE,
N. C.
GEEK, DAVE
WSMT, Sparta, Tenn.
GRAY, GLORIA
KRCA, Los Angeles, Cal.
GRAYDON, JOE
KFMB-TV, San Diego, Cal.
GREEN, DIANA
KTVK, Phoenix, Ariz.

GREY, GINGER & LANNY

Yonkers Raceway, Adam Hats, Bar-ricini Candy, Marlin Blades, Carpet Industry, Sunoco, Blatz, Chase Bank, Jingle
GRIFFITH, HOPE
KFYO, Lubbock, Tex.
GRISE, TONY
WCCO, Minneapolis-St. Paul, Minn.

GROVE, BETTY ANN

The Big Payoff, CBS-TV
GUSTAFSON, GWEN
WMUU, Greeuville, S. C.

— H —

HALL, JIM
WFNS, Burlington, N. C.

HAMILTON, BILL
KABC, Hollywood, Cal.
HAMMOND, PATTI
WSYR-TV, Syracuse, N. Y.
HANSON, BURT
WCCO, Minneapolis-St. Paul, Minn.
HARBERT, MALLIC ANN
KWTX, Waco, Tex.
HART, MARTHA LOU
WABC
HART, AL
KTBS-TV, Shreveport, La.
HARVESTERS, THE
WBT, Charlotte, N. C.
HAYES, BILL
Caesar Presents
NBC-TV
HENDERSON, JODY
KOTV, Tulsa, Okla.
HEWITT, DOLPH
WLS, Chicago, Ill.
HILL, JACKIE
KMOX, St. Louis, Mo.
HINDS, BILL
KDKA-TV, Pittsburgh, Pa.
HOEBBE, RALPH
WJWL, Georgetown, Del.
HOFER, KENNY
KCRG-TV, Cedar Rapids, Iowa
HOLBROOK, ERNEST
WPLA, Plant City, Fla.
HOUSTON, EDDIE
WNES, Central City, Ky.
HOWE, PRISCILLA
WEEI, Boston, Mass.
HUFFMAN, JULE
Coffee Time
WSAZ-TV, Huntington, W. Va.
HUGHES, JESSE
WPTS, Pittston, Pa.
HUNTER, CHARLOTTE
KAPK, Minden, La.



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"THE BIG PAYOFF"
MONDAY THROUGH FRIDAY
3:00-3:30 P.M.
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PETER DEAN
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"... one of those light, bright, naturally focused voices, with brilliant overtones, which project in the biggest auditorium."—J. Briggs, The N. Y. Times.
LE 2-1100

HUTCHINSON, LUCIA
WNCT, Greenville, N. C.

— I —

IDEN, JOAN
WCCO, Minneapolis-St. Paul, Minn.
IVERSON, SLIM JIM
KEY-D-TV, Minneapolis, Minn.

— J —

JACOBI, AGNES
WSLM, Salem, Ind.
JACOBS, BILL
WKBY, Richmond, Ind.
JEFFERS, SLEEPY
WTIP, Charlestown, W. Va.
JEFFRIES, BILL
Ladies Choice
WIST, Charlotte, N. C.
JENSON, JIMMIE
KVON, Moorhead, Minn.
JERICHO, JERRY
KNUZ, Houston, Tex.
JERRIS, EARLE
WRGB, Schenectady, N. Y.
JOBERT, CAVEL
WKNB-TV, New Britain, Conn.
JOHNS, RAY
KVKM, Monahans, Tex.
JOHNSON, J. C.
WGOV, Valdosta, Ga.
JOHNSON, DEE
WKAM, Goshen, Ind.
JOHNSON, JUNE
Memory Time
WNNJ, Newton, N. J.
JOHNSON, POLLY
KOTA-TV, Rapid City, S. D.
JONES, FRANCES
WRAP, Norfolk, Va.
JORDAN, MARY JANE
KFDX-TV, Wichita Falls, Tex.
JUSINO, ALBA NYDIA
WAPA-TV, San Juan, Puerto Rico

— K —

KENDALL, FRED
WJR, Detroit, Mich.
KENT, GEORGE
WFAA, Dallas, Tex.
KINDER, ROD
WIST, Charlotte, N. C.
KING, ELYSE
WMMB, Melbourne, Fla.
KING, CURLY
WCVB, Bristol, Va.
KING, PEGGY
George Gobel Show
NBC-TV
KIRBY, PAT
Tonight
NBC-TV
KIRK, RED
WSKY, Asheville, N. C.
KOUPAL, RICHARD
WOL-TV, Ames, Iowa
KRALL, BARBARA
WSPD-TV, Toledo, Ohio

— L —

LABAUT, D'ARTANAAN
WAPA-TV, San Juan, Puerto Rico
LA FONTAINE, HENRY
WICH, Norwich, Conn.
LANGLEY, WINNIE
Songs for You
WTRP, La Grange, Ga.
LANSON, SNOOKY
Your Hit Parade
NBC-TV
LA ROSA, JULIUS
Ed Sullivan Show, CBS-TV
LAYTON, DELORES
WABT, Birmingham, Ala.

LAWRENCE, STEVE
Tonight
NBC-TV
LEA, TERREA
KABC, Hollywood, Cal.
LEACH, BILLY
WBBM-TV, Chicago, Ill.
LEDBETTER, JANE
KNOE-TV, Monroe, La.
LEE, DICK
Ted Mack's Matinee
NBC-TV
LEE, EDDIE
WILD, Birmingham, Ala.
LEE, JANET
WCPO, Cincinnati, Ohio
LE MASTERS, MARA JANE
Musical Notebook
WMBD, Peoria, Ill.
LE ROY, LUCY
WSIL-TV, Harrisburg, Ill.
LEISEN, LLOYD
Sacrifice Cliff
KOOK-TV, Billings, Mont.

LEWIS, BILL
Caesar's Hour
NBC-TV
LINDSAV, GERRI
KLOR, Portland, Ore.
LITTLEJOHN, KATIE
WIRO, Ironton, Ohio
LLOYD, TOMMY
WTOD, Toledo, Ohio
LORD, BOBBY
KWTO, Springfield, Mo.
LORD, CINDY
WBZ-TV, Boston, Mass.
LOUDERMILK, JOHN
WTVD, Durham, N. C.
LOUISE, TINA
Jan Murray Time
NBC-TV
LOVELL, MARILYNN
WLW-D, Dayton, Ohio
LAONS, WANDA
KAPK, Minden, La.
LYNN, MARTHA
KNAL, Victoria, Tex.
LYNN, ROBBIE
WCMS, Norfolk, Va.

— Mc —

MCBRIDE, LAURA LEE
Cook's Hoedown
KNIZ, Houston, Tex.
MCCLUER, HARRIET
WLBT, Jackson, Miss.
MC-COY, MARY
KMCO, Conroe, Tex.
McKAY, RENE
WJR, Detroit, Mich.
MCNETT, BOB & DEAN
WLYC, Williamsport, Pa.

— M —

MACK, JIMMY
WOOD, Grand Rapids, Mich.
MacKENZIE, GISELE
Your Hit Parade
NBC-TV
MacKRILL, DONNA
WJLS, Lansing, Mich.
MAGEE, FLOYD
WJWL, Georgetown, Del.
MALONEY, ANNIE
KFAB, WOW, Omaha, Neb.
MANN, JOE
Meet Your Neighbor
KDKA-TV, Pittsburgh, Pa.
MANNING, BOB
KPMC, Bakersfield, Cal.
MARSHALL, CHARLEY
KFBK, Sacramento, Cal.
MARTIN, JEAN
Jean Martin Show, NBC
MARTIN, JOHNNY
WDEB, Gulfport, Miss.
MARTIN, TONY
NBC-TV

MARVIN, KEN
WKSY, Asheville, N. C.
MASON, JULIE
Breakfast Gang
KFRC, San Francisco, Cal.
MEADOWS, CORRIE
KVOO, Tulsa, Okla.
MELLOMEN, THE
Edgar Bergen Hour
CBS
MELTON, TOM
Serenade in Song
WFUN, Huntsville, Ala.
MENNING, WALLY
KWRO, Coquille, Ore.
MERCER, WOODY
WLS, Chicago, Ill.
MILNE, NANCY
WDBJ, Roanoke, Va.
MILLER, FRANKIE
KNAL, Victoria, Tex.
MILLS, BOB
Thy Neighbor's Voice,
Showtime Revue
WABC
MORGAN, JIMMY
WJAG, Norfolk, Neb.
MILLER, MIRIAM
WOSA, Wausau, Wis.
MULLIS, BUFORD
WHAB, Buxley, Ga.

— N —

NOONAN, STAN
KCBS
San Francisco, Cal.
NORTBROP, GINGER
WLAD, Danbury, Conn.
O'BRIEN, LOUISE
KNX, Los Angeles, Cal.
O'BRIEN, RICHARD
WHK, Cleveland, Ohio
O'HARA, PATTI
WLWC, Columbus, Ohio

— P —

PAGE, PATTI
NBC-TV
PALMER, COY
KPDN, Pampa, Tex.
PALMER, JANIE
WWJ-TV, Detroit, Mich.
PARKER, FREDNA
KMON, St. Louis, Mo.
PARKINSON, BOB
KPDN, Pampa, Tex.
PARKS, BETH
NBC-TV
PATTERSON, ZILLA MAE
Dream Girl
WAOK, Atlanta, Ga.
PEARSON, BETTY JO
WLBT, Jackson, Miss.
PEIPER, THELMA
WDCL, Tarpon Springs, Fla.
PENDELEY, JIM
KRTO, El Dorado, Kans.
PENNY, HANK
KBJ-TV, Los Angeles, Cal.
PERRINS, JUDY
WLW, Cincinnati, Ohio
PHILLIPS, DUD
Melody Time
WQSN, Charleston, S. C.
PHILLIPS, MOZELLE
WIVH, Henderson, N. C.
PIAZZA, MARGUERITE
B. New Orleans, La.
PICKENS, JANE
NBC Network; Victor Records,
RCA
PLEACHER, SMOKEY
WUCM, Cumberland, Md.
POLLARD, TAL
WCEC, Rocky Mount, N. C.

PORTER, EVERETT
WRGA, Rome, Ga.
PORTER, FRED
Barn Dance
KQTV, Fort Dodge, Iowa
POULIN, EDGAR
Melodie Francais
WTVL, Waterville, Me.
PRICHARD, PATTY
KPX, San Francisco, Cal.

— Q —

QUARTET, NOBLEMAN
WZOB, Fort Payne, Ala.
QUARTET, SONGFELLOWS
WHO-TV, Des Moines, Iowa

— R —

RANGERS, TEXAS
KMBC-TV, Kansas City, Mo.
RASE, BILL
KCKA-TV, Sacramento, Cal.
KAYE, RUTH
WTAR-TV, Norfolk, Va.
REED, KAREN
TV Auction
KXJB-TV, Valley City, N. D.
REEVES, GLENN
WPDQ, Jacksonville, Fla.
RHODES, ELISE
Ted Mack's Matinee
NBC-TV
RICH, DAVE
Melody Hands
WNES, Central City, Ky.
RICHARDS, CAROL
Edgar Bergen Hour
CBS
RICHARDS, STAN
KRLL-TV, Dallas, Tex.
ROBBINS, ED
WKNB-TV, New Britain, Conn.
ROBBINS, GEORGIE
Listen While You Lunch
WEBR, Buffalo, N. Y.
ROBERTS, FRAN
WCSS, Amsterdam, N. Y.
ROBINSON, AL
KSYL, Alexandria, La.
ROBINSON, MIKE
WPPA, Pottsville, Pa.
RODEN, DICK
KRLL-TV, Dallas, Tex.
ROEBKE, MYRNA
Songs for You
KDIX, Dickinson, N. D.
ROGERS, AL
KGNC-TV, Amarillo, Tex.
ROWELL, GLEN
Hillz-a-Poppin
KOTA-TV, Rapid City, S. D.
ROZELLE, BETTY
WDAK-TV, Columbus, Ga.
RUBY, TEXAS
KPRC, Houston, Tex.

— S —

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SCOT, PATRICIA
In Town Tonight
WBBM-TV, Chicago, Ill.
SCOTT, ZELDA
WHO-TV, Des Moines, Iowa
SERENADERS, THE
WAGR, Lumerton, N. C.
SHATON, PEGGY
WSEV, Sevierville, Tenn.
SHORE, DINAH
NBC-TV, NBC
SIGMAN, EVELYN
WTOB-TV,
Winston-Salem, N. C.

SILVERTONES
WCPO, Cincinnati, Ohio
SIMMONS, CAROLYN
WPLA, Plant City, Fla.
SIMPSON, JIMMY
WKMT, Kings Mountain, N. C.
SINCLAIR, NORMA
KMBC-TV, Kansas City, Mo.
SKINNER, JIMMIE
WNOF, Newport, Ky.
SMITH, ARTHUR
Corner Store
WBT, Charlotte, N. C.
SMITH, JANET
KPRC, Houston, Tex.
SMITH, JERRY
KXIC, Iowa City, Iowa
SMITH, JOAN
This Afternoon
WMAZ-TV, Macon, Ga.
SMITH, SMOKEY
KRNT, Des Moines, Iowa
SOUTH, NANCEE
WTHI, Terre Haute, Ind.
SPEIGHT, MARIE
WHKP, Hendersonville, N. C.
SPRINGER, PENNY
Story Time
WICS, Springfield, Ill.
STACEY, JEAN
KTAT, Frederick, Okla.
STANLEY, CARTER
WCYB, Bristol, Va.
STEED, EDDY
WIRO, Ironton, Ohio
STEVENS, GARRY
WRGB, Schenectady, N. Y.
STEWART, DICK
KHJ-TV, Los Angeles, Cal.
STEWART, LEE
The Diamond Show
WDAY-TV, Fargo, N. D.
STORV, CARL
WNOX, Knoxville, Tenn.
STRINGER, TIPPY
WRC-TV, Washington, D. C.
STUCKEY, N. W.
KALT, Atlanta, Tex.
SUITS, GORDON
KGNC-TV, Amarillo, Tex.
SWERER, BOB
KCOL, Fort Collins, Colo.
SLY, HAM
WCLI, Corning, N. Y.

— T —

TANNER, JOE
WTVD, Durham, N. C.
TAYLOR, REV. DARRELL
Songs from the Country
Chapel
KDUB-TV, Lubbock, Tex.
TAYLOR, DAVID
WFAA, Dallas, Tex.
TAYLOR, JOE
WGL, Fort Wayne, Ind.
TERRELL, WAYNE
Spotlight
KATV, Pine Bluff, Ark.
TERRY, AL
KVOL, Lafayette, La.
THOMAS, GURNEY
WCGC, Belmont, N. C.
THOMAS, JESS
Coon Creek Playhouse
KTVX, Muskogee, Okla.
THOMPSON, DAVE
Time Out for Fun
KVTV, Sioux City, Iowa
THOMSON, JIMMY
Alabama Jubilee
WSFA-TV, Montgomery, Ala.
TORPEY, PAT
WVET-TV, Rochester, N. Y.

TRAILER, REX
WPTZ, Philadelphia, Pa.
TRENT, TOMMY
KTHS, Little Rock, Ark.
TRUAX, BUDDY
WDEV, Waterbury, Vt.

— V —

VALENTINE, JACK
WCAU-TV, Philadelphia, Pa.
VALENTINE, JUDY
WVDA, Boston, Mass.
VALENTINO, BARRY
WABC
VAN ARSDALE, ALLEEN
WEEI, Boston, Mass.

— W —

WAITS, BEA
WRGA, Rome, Ga.
WAKELY, JIMMY
B. Feb. 16, 1914, Mineola, Ark.
Radio, Television, Records
WAGNER, ANN
WFBLM-TV, Indianapolis, Ind.
WEBB, HELEN
WKY-TV, Oklahoma City, Okla.
WEBER, HARRY
KMOX, St. Louis, Mo.
WEBSTER, JOE
Ladies' Fare
WKY-TV, Oklahoma City, Okla.
WELLS, CARL
WGAP, Maryville, Tenn.
WESTERN, BILLY
KBTO, El Dorado, Kans.
WESTMORELAND, OKIE PAUL
KXOC, Chico, Cal.
WHITE, ALLEN
KCBS-TV, KTBS, Shreveport, La.
WHITE, JOHNNY
KELO, Sioux Falls, S. D.
WHITING, MARGARET
Bob Hope Show
NBC
WHITTLE, JIMMIE
Ten O'clock Toast
KPHO, Phoenix, Ariz.
WILCOX, JANETTE
Song at Twilight
WNNJ, Newton, N. J.
WILLIAMS, ANDY
Tonight
NBC-TV
WILLIAMS, BEVERLY
WSFC, Somerset, Ky.
WILLIAMS, JIMMIE
WNOF, Newport, Ky.
WILLIAMS, WEE WILLIE
WCMS, Norfolk, Va.
WILLS, BILLY JACK
KFBK, Sacramento, Cal.
WILSON, CHARLIE
WSEV, Sevierville, Tenn.
WILSON, JACK
WPTZ, Philadelphia, Pa.
WOLF, BOB & WANDA
KGFL, Roswell, N. Mex.
WORKMAN, DICK
WSYR-TV, WSYR, Syracuse, N. Y.
WORTH, MARION
WABT, Birmingham, Ala.
WRIGHT, HANK
WSIL-TV, Harrisburg, Ill.
WRIGHT, MARTHA
WCBS, N. Y. C. N. Y.
WRIGHT, NYLA
WFBR, Baltimore, Md.



GUY LE BOW

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White Owl Cigars
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Surgitube
CBS — NBC



CLEVE HERMANN

KRCA director of sports

"The Last Word In Sports"

KRCA-4

BUD PALMER

LESTER LEWIS ASSOCIATES

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1955



— A —

— B —

ACKERMAN, AL
WOOD-TV, Grand Rapids, Mich.

ADAMS, LARRY
WVJS, Owensboro, Ky.

ADAMS, TONY
Sports Digest
WCAX-TV, Burlington, Vt.

ADELSON, JIM
KXJB-TV, Valley City, N. D.

ALBRIGHT, NAT
WINX, Rockville, Md.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALEXANDER, CONNIE
Sport Call
KDEF, Albuquerque, N. M.

ALEXANDER, ED.
KXOX, Sweetwater, Tex.

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.

ALSTON, BOB
WKQY, Bluefield, W. Va.

ALTMAN, GARY
KORN, Mitchell, S. D.

ALLBRIGHT, NAT
WEAM, Arlington, Va.

ALLEN, TOMMY
Sports Pressbox
WHOS, Decatur, Ala.

ALLEN, TONY
WUSJ, Lockport, N. Y.

ALLEY, CLINT
WKQY, Bluefield, W. Va.

AMBROSE, JOHN V.
WTAG, Worcester, Mass.

ANASTAPOLIS, JOHN
WGGH, Marion, Ill.

ANDERSON, BILL
KBND, Bend, Ore.

ANDERSON, BOBBY
WMTA, Central City, Ky.

ANDERSON, CARL R.
KFNF, Shenandoah, Iowa

ANDERSON, ROBERT E.
KVAL-TV, Eugene, Ore.

ARMEY, JOE
KBRC, Mount Vernon, Wash.

ARTHUR, JAY
WATS, Sayre, Pa.

ASHLEY, ERNIE
WOWO, Fort Wayne, Ind.

ASSAF, WOODIE
WLBTV, Jackson, Miss.

ATTEBERRY, LARRY
WNMP, Evanston, Ill.

AUSTIN, JIM
KNCO, Garden City, Kans.

BAGLEY, ORLO
KOMB, Cottage Grove, Ore.

BAGLI, GUY
WTVI, Petersburg, Fla.

BAILLES, H. C.
KVLB, Cleveland, Tex.

BAKER, NELSON
WWIN, Baltimore, Md.

BAKER, PAUL
WLAD, Danbury, Conn.

BAKER, ROGER
WGR-TV, Buffalo, N. Y.

BALDING, CHUCK
WOAY, Oak Hill, W. Va.

BALLARD, CHARLES E.
WSSC, Sumter, S. C.

BALTER, SAM
KLAC, Los Angeles, Calif.

BARCLAY PAUL
WHUM, Reading, Pa.

BARBER, RED
Football Roundup, Orange Bowl Game, Yankee Baseball Games

BARBOUR, DOUGLAS
WWWF, Fayette, Ala.

BARNETT, BOB
KAVE-TV, Carlsbad N. Mex.

BARTLETT, RAY
KTHV, Little Rock, Ark.

BARNEY REX
Game of the Day
MBS

BARRINGTON, JAY
Pigskin Picks
WDAP-TV, Kansas City, Mo.

BARRON, STAN
Sports Extra
WKBW, Buffalo, N. Y.

BARRUS, GABBY
KODI, Cody, Wyo.

BATES, MARY
WGBF, Evansville, Ind.

BATTEN, JIM
Sports Roundup
WPAI, Fayetteville, N. C.

BASTIAN WED
KVNW, Logan, Utah

BAXTER, DAN
WAVY, Portsmouth, Va.

BEANE, RONALD L.
WNES, Central City, Ky.

BEASLEY, KENNETH
WNAU, New Albany, Miss

BECKER, BILL
WPFC, Panama City, Fla.

BEHRENDT, BERNIE
WOER, Gulfport, Miss.

BELCHER, ROD
KOL, Seattle, Wash

BELMAN, DAVE
KNGS, Hanford, Cal.

BELSON, GORDON
KXO, El Centro, Cal.

BELL, GABBY
WILD, Birmingham, Ala.

BELL, GEORGE
WILD, Birmingham, Ala.

BELL, JACK
KDET, Center, Tex.

BELL, MONTE
KADA, Ada, Okla.

BELL, STEVE
KBOE, Oskaloosa, Iowa

BENDER, BOB
WGY, WRGB, Schenectady, N. Y.

BENEDICT, CHUCK
KOLD, Yuma, Ariz.

BENNETT, ELDEAN
KSL, Salt Lake City, Utah

BENNETT, GEORGE
WAIVO, Mt. Vernon, Ohio

BENNETT, RICHARD F.
WFRM, Coudersport, Pa.

BERGSON, CHUCK
WJBB, Detroit, Mich.

BERNDT, BUD
WRAK, Williamsport, Pa.

BERT, LEON
KGNC, Amarillo, Tex.

BERRYMAN, EDWARD
WTAC, Flint, Mich.

BIEDRZYCKI, TOM
KATL, Miles City, Mont.

BIGLER, CHARLIE
WYOR, Blythe, Cal.

BINGHAM, BOB
WAHR, Miami Beach, Fla.

BIRLETTI, LARRY
KFBC, Cheyenne, Wyo.

BISHOP, KEN
KDDD, Dunas, Tex.

BISSEY, JIM
WBLY, Springfield, Ohio

BITFERMAN, JACK
WABB, Mobile, Ala.

BLACK, BUD
WMMB, Melbourne, Fla.

BLACKBURN, BOB
KBX, Portland, Ore.

BLAKE, TOMMIE
KWHI, Brenham, Tex.

BLAKEMORE, CHESTER
WPFC, Panama City, Fla.

BLANKENSHIP, B. A.
WMTS, Murfreesboro, Tenn

BLUE, IRA
Adventures in Sports
KNBC, San Francisco, Cal.

BOCHMAN, BILL
WBBU, Beaufort, S. C.

BOETNOER, JACK
KWIZ, Santa Ana, Cal.

BOGGESS, JOHN
WLAG, LaGrange, Ga.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOHNHOFF, ED
KILO, Grand Forks, N. D.

BOLAND, JOE
KWBY, Colorado Springs, Colo.

BOLAND, JOE
WSBT-TV, South Bend, Ind

BONIN, DONALD
KANE, New Iberia, La.

BOONE, JOE
WMVG, Milledgeville, Ga.

BOREN, BILL
KGFF, Shawnee, Okla.

BOSE, ERIC
WTHI, Terre Haute, Ind.



BOWER, BOB
WTFJ, Charlottesville, W. Va.

BOWMAN, DICK
WGTC, Greenville, N. C.

BOYD, DON
WCLO, Jamesville, Wis.

BOYD, RAY
KHUZ, Borger, Tex.

BRANDT, JACK
WITZ, Jasper, Ind.

BRATTIN, RICHARD H.
WKPT, Kingsport, Tenn.

BRAUTIGAN, DICK
KMBY, Monterey, Cal.

BREMSER, LYELL
KFAB, Omaha, Neb.

BREAN, CHARLIE
WTPS, New Orleans, La.

BRENNARD, GEORGE
WISN TV, Milwaukee, Wis.

BRUCKHOUSE, JACK
WGN-TV, Chicago, Ill.

BRITTON, JACK
KTRN, Wichita Falls, Tex.

BROCK, ART
KTVK, Phoenix, Ariz.

BROCKMAN, CHARLIE
WIRE, Indianapolis, Ind.

BRODERS, SPANK
KXIC, Iowa City, Iowa

BROOKS, BOB
KCRG TV, Cedar Rapids, Iowa

BROOKS, BUD
KRIP, Dumba, Cal.

BROOKS, DON
KGGM TV, Albuquerque, N. Mex.

BROUGH, CHARLES
KYOR, Blythe, Cal.

BROWN, ED
WALK, Patchogue, N. Y.

BROWN, BOB
Sportsfolio
KQTV, Fort Dodge, Iowa

BROWN, FRED
WLOS TV, Asheville, N. C.

BROWN, GLENN
KVET, Austin, Tex.

BROWN, JERRY
WGRC, Louisville, Ky.

BROWN, JOHANNA
WCOH, Newnan, Ga.

BROWN, ROBERT
KCFD, Fair Dodge, Iowa

BRUBAKER, BILL
KRHD, Duncan, Okla.

BRUNDIGE, BILL
KHU TV, Los Angeles, Cal.

BRYSON, GEORGE
KYNO, Fresno, Cal.

BUCK, JACK
KTFV, St. Louis, Mo.

BUEHLER, DON
WBFB, Benton Harbor, Mich.

BUETAL, FRANK
WTCB, Minneapolis, Minn.

BUNDNER, GEORGE
WSAU TV, Wausau, Wis.

BURCHETT, LAMER
WAIN, Columbia, Ky.

BURNES, BOB
KVOX, St. Louis, Mo.

BURNETTE, DALLAS
WMBR, Richmond, Va.

BURT, JIM
KBLO, Sioux Falls, S. D.

BURT, LEON
KGNC TV, Amarillo, Tex.

BUSH, OWEN
WDAE-TV, Kansas City, Mo.

BUTTERFIELD, RAY
WLOX, Biloxi, Miss.

BYERS, WAYNE
WATG, Ashland, Ohio

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho

CALIA, JOE
KTR, Turlock, Cal.

CALLIGHAN, BOB
WSDR, Sterling, Ill.

CAMPBELL, BUD
KARK, Little Rock, Ark.

CAMPBELL, C. F.
WMCK, McKeesport, Pa.

CAMPBELL, DAVE
WBRC, Birmingham, Ala.

CAMPBELL, JOHN T.
KXLL, Missoula, Mont.

CAMPBELL, MAL
WNAV, Annapolis, Md.

CANSON, LOWELL
KMBD, Medford, Ore.

CAPPEL, BOONSA
KAPL, Ville Platte, La.

CARAY, HARRY
KMOX, St. Louis, Mo.

CARLSON, LESTER
WRPB, Warner Robins, Ga.

CARLSON, TED G. JR.
KCOV, Corvallis, Ore.

CARLSON, WARREN
KVOO, Casper, Wyo.

CARMICHAEL, LES
KWK TV, St. Louis, Mo.

CARNEAL, HERB
KYW, Philadelphia, Pa.

CARNEGIE, TOM
WFBM TV, Indianapolis, Ind.

CARPENTER, JOHANNA
KOIN TV, Portland, Ore.

CARTWRIGHT, AL
WAMS, Wilmington, Del.

CARTY, DEL
WVGP, Sanford, N. C.

CARROLL, GEORGE
Sports Final
WEEI, Reading, Pa.

CARROLL, RAE
KATE, Albert Lea, Minn.

CASE, JACK
WCNY TV, Watertown, N. Y.

CASE, JOHN G.
WAVX, Watertown, N. Y.

CASE, KEN
KTRB, Shreveport, La.

CASEY, AL
KGEK, Sterling, Colo.

CASTANEDA, LES
KNGS, Hanford, Cal.

CATE, BILL N.
KRLW, Walnut Ridge, Ark.

CATHEY, JIM
Fisherman's Corner
WJBO, Baton Rouge, La.

CAVANAGH, JOE
WARD, Johnstown, Pa.

CHAPMAN, HOWARD
Spotlight on Sports
KONP, Port Angeles, Wash.

CHAMBERLAIN, GUS
WAPQ, Chattanooga, Tenn.

CHAMES, NICK
KSDA, Redding, Cal.

CHARLES, BERT
WVKO, Columbus, Ohio

CHARNELLE, HENRY
KWHL, Albany, Ore.

CHRISTIAN, CEARUE
KTOP, Topeka, Kans.

CIPOLLA, CHIP
WHLL, Hempstead, N. Y.

CRALDO, AL
WGLS, Decatur, Ga.

CITTY, JIM
KWFC, Hot Springs, Ark.

CLARK, GLENN
KOCS, Ontario, Cal.

CLARK, TOM
Lo's Talk Sports
WTAP, Parkersburg, W. Va.

CLAWSON, LEW
WVVA, Wheeling, W. Va.

CLAY, RANDALL
WOAI TV, San Antonio, Tex.

CLARY, TOM
WCLT, Newark, Ohio

CLEMENTS, JOE
KJLX TV, Twin Falls, Idaho

CLOSE, BILL
KOY, Phoenix, Ariz.

CLANEY, JOHN A.
WBRY, Waterbury, Conn.

COCHRAN, JACK
WRAG, Carrollton, Ala.

COFFEY, VINCENT
WMLD, Aurora, Ill.

COLE, DON
KGCC, Sidney, Mont.

COLLEMAN, LES
WJWL, Georgetown, Del.

COLEY, HAL
KMCQ, Conroe, Tex.

COLDWELL, CLAY
KATY, San Luis Obispo, Cal.

COWAN, COLEY
Press Box
WSAZ TV, Huntington, W. Va.

COLLIER, ART
WIOH, Kokomo, Ind.

COLINS, DAVE
WRFD, Worthington, Ohio

COLINS, JOE
KGNC TV, Amarillo, Tex.

COLLINS, JOHN
WETA, Batavia, N. Y.

COLLINS, SID
WIBC, Indianapolis, Ind.

COMPTON, LEWS
WHEE, Martinsville, Va.

CONKLIN, ROGER
WIOD, Miami, Fla.

CONNELL, BUD
KXLR, No. Little Rock, Ark.

CONNOR, NOLAN
KFST, Ft. Stockton, Tex.

COOKE, BOB
WABC TV

COOLEY, JOHN
A Cool Look at Sports
WGAY, Silver Spring, Md.

COOPER, AL
Sports Digest
WPAM, Fortsville, Pa.

COPP, EARL
WPVA, Fredericksburg, Va.

CORLEY, BILL
WBNS, Columbus, Ohio

CORKUM, GEORGE
WIIYH, Henderson, N. C.

CORVO, PHILIP
WKNB TV, New Britain, Conn.

COSELL, HOWARD W.
Sports Kaleidoscope, World & You, Soundmirror
WABC

COUPEE, AL
KINT TV, Des Moines, Iowa

CRAFT, JACK
KOLS, Pryor, Okla.

CRAIG, BENNIE
KARK, Little Rock, Ark.

CRAIG, BENNY
KATV, Pine Bluff, Ark.

CRAMER, CRIS
WCHV, Charlottesville, Va.

CREAGER, MACK
KRMG, Tulsa, Okla.

CREIGHTON, HARRY
WGN-TV, Chicago, Ill.

CREWS, BILL
KBQA-TV, Hannibal, Mo.

CROSE, ROBERT
WACB, Kittanning, Pa.

CROUCH, PAUL
WVOT, Wilson, N. C.

CRUM, JIMMY
WLWC, Columbus, Ohio

CRUMBLEY, CHARLIE
WLAU, Laurel, Miss.

CULLINANE, JOE
The Locker Room
KWIK, Pocatello, Idaho

CUMMINS, JACK
WTVJ, Miami, Fla.

CUMMINS, RAY
WBMA, Beaufort, N. C.

CUMMINS, TAIT
WMT-TV, Cedar Rapids
Iowa

CURTIS, BOB
KCLX, Colfax, Wash.

CURTIS, DICK
WBTQ, El Dorado, Kans.

CURTIS, RAY
KPHO, Phoenix, Ariz.

CURRY, RAY
KVON, Napa, Cal.

— D —

DAGG, WILLIAM
WELL, Battle Creek, Mich.

DAHLBERG, JERRY
KROX, Crookston, Minn.

DALE, JACK
KFYO, Lubbock, Tex.

DANIELS, GLENN
KDMS, El Dorado, Ark.

DAVIES, TED
KVEC, San Luis Obispo,
Cal.

DAVIS, DICK
WKNX, Saginaw, Mich.

DAVIS, ED
WRBL, Columbus, Ga.

DAVIS, LEN
WGL, Fort Wayne, Ind.

DAVIS, LES
KVTV, Sioux City, Iowa

DAVIS, LES
WNAX, Yankton, S. D.

DAVIS, NORM
WMBR-TV, Jacksonville,
Fla.

DAWSON, BUD
WQUA, Moline, Ill.

DECKER, TOM
WVET, Rochester, N. Y.

DE FOREST, ED
KOOL-TV, Phoenix, Ariz.

DELANEY, BUSS
KTBS, Shreveport, La.

DELANEY, BOB
WCTV, Tallahassee, Fla.

DELANO, KEITH
KCKY, Coolidge, Ariz.

DELANY, F. H.
KTBS-TV, Shreveport, La.

DELUCA, PETE
KCRT, Trinidad, Colo.

DENISON, SPENCER
WBRN, Big Rapids, Mich.

DENMAN, BENNY
WGOV, Valdosta, Ga.

DENSFORD, EDDIE
WLRP, New Albany, Ind.

DENTON, BILL
KPQ, Wenatchee, Wash.

DERR, JOHN
CBS

DESILET, LE ROY
KIT, Yakima, Wash.

DEVRIES, SY
WDAE, Savannah, Ga.

DEWITT, DEWEX
WAGM, Presque Isle, Me.

DE WITT, JIM WAITES
KBLO, Hot Springs, Ark.

DIAB, GEORGE
Front Page Sports
WTRF-TV, Wheeling,
W. Va.

DIAMOND, BILL
WIKL, Newport, Vt.

DICKENSON, ED
KDON, Salinas, Calif.

DIHEL, BILL
Dealing It Out
WVEC-TV, WLOW, Norfolk,
Va.

DILLON, FRED
WCMR, Corinth, Miss.

DILLON, GENE
WCMW, Canton, Ohio

DILLON, LENNY
Today in Sports
WFAS, White Plains, N. Y.

DI NATALE, JOE
KODY, N. Platte, Neb.

DITMER, BOB
WHGR, Houghton Lake,
Mich.

DITPERT, ED
KRIC, Beaumont, Tex.

DOCKENEY, EDWARD
WEPM, Martinsburg,
W. Va.

DODSON, EDWARD
WLAR, Athens, Tenn.

DOLAN, JAMES P.
WDJM, Marquette, Mich.

DONLEY, CHARLES T.
WSTV-TV, Steubenville,
Ohio

DONLEY, RED
WSTV, Stenbenville, Ohio

DONNELLY, JAMES
WCOJ, Coatesville, Pa.

DONOVAN, DICK
WVDA, Boston, Mass.

DORRELL, J. C.
KMCO, Conroe, Tex.

DOUGLAS, WAYNE
KOCA, Kilgore, Tex.

DOUTHIE, PERRY
KLMS, Lincoln, Neb.

DOVER, BILL
KWTX, Waco, Tex.

DOYLE, DICK
KSDN, Aberdeen, S. D.

DOYLE, ED
WDNE, Elkins, W. Va.

DOYLE, VINCE
WSJV, Elkhart, Ind.

DRAPER, LARRY
WCNH, Quincy, Fla.

DRESSES, JACK
WBKB, Chicago, Ill.

DRIFTMEIER, RUDY
WGGG, Gainesville, Ga.

DROELLE, GEORGE
WCLI, Corning, N. Y.

DUDLEY, SY
KGST, Fresno, Cal.

DUKEHART, TOMMY
WAAM-TV, Baltimore, Md.

DUFORD, DUKES
KTVI, St. Louis, Mo.

DULL, JAMES
WGBI-TV, Scranton, Pa.

DUNBAR, LEE
WKRT, Cortland, N. Y.

DUNBAR, WALT
Time for Sports
WBET, Brockton, Mass.

DUNCAN, NORMAN
Today in Sports
KFDC-TV, Wichita Falls,
Tex.

DWYER, BILL
WBBF, Rochester, N. Y.

— E —

EAKER, W. C.
Sports Whirl
WBLE, Batesville, Miss.

EARLE, BOB
KSO, Des Moines, Iowa

EARLY, BOB
WALK, Patchogue, N. Y.

EASTMAN, JOHN
Five Star Final
WKRQ-TV, Mobile, Ala.

EATON, JACK
Football Roundup
WDAK-TV, Columbus, Ga.

EDGAR, GEORGE
KLAN, Renton, Wash.

EDWARDS, BOB
KGKO, Dallas, Tex.

EDWARDS, LARRY
KGGM, Albuquerque,
N. Mex.

EDWARDS, TOMMY
WAYX, Waycross, Ga.

EGAN, LEO
WBZ, Boston, Mass.

ELIAS, BOB
Inside Football
KUTV, Salt Lake City,
Utah

ELSON, BOB
WBBM-TV, Chicago, Ill.

ELLIOTT, CHARLES
WMGY, Montgomery, Ala.

ELLIOTT, DOYCE
KOSA, Odessa, Tex.

ELLIS, EARL
WJON, St. Cloud, Minn.

ELLIS, KEN
WRUM, Rumford, Me.

ELLIS, RICHARD
Sports Spotlight
WJHL-TV, Johnson City,
Tenn.

ENGBRETSON, HAL
Sports Desk
KGYW, Vallejo, Cal.

ENROTH, DICK
WCCO-TV, Minneapolis,
Minn.

ERDMAN, WOODY
WENY, Elmira, N. Y.

ERHLICK, GEORGE
WNHC, New Haven, Conn.

ERVIN, BILL
KARE, Atchison, Kans.

EUBANKS, GEORGE
WETZ, New Martinsville,
W. Va.

EVANS, BOB
WKAT, Miami Beach, Fla.

EVANS, JEFF
WUSN-TV, Charleston,
S. C.



EVANS, MEL
WGAC, Augusta, Ga.
EVANS, RUSH
KRBC, Abilene, Tex.

— **F** —

FAHEY, JOHN
Spokane Wrestling
IKQ-TV, Spokane, Wash.
FALCONNIER, L. H.
Hook, Line & Sinker
WTAN, Clearwater, Fla.
FALKENSTIEN, MAX
WIKN, Topeka, Kans.
FALLEN, FRANK
KWTX, Waco, Tex.
FALLON, FRANK
WHEX, Boston, Mass.
FANTASIA, NICK
WTCN, Fairmont, W. Va.
FARSON, ROBERT
Parade of Sports
WUSA, Brantleboro, Vt.
FARKAS, CHUCK
KPKL, Altee, Tex.
FARRIER, BILL
WIAM, Williamston, N. C.
FARRINGTON, FRANK
Sport Hi Lites
KPAM, St. Cloud, Minn.
FARRIS, CLINT
WGTM, Wilson, N. C.
FAUCHER, RALPH
WTAQ, La Grange, Ill.
FAY, HAINES
KVOZ, Bellingham, Wash.
FELLERS, CHUCK
KBIZ, Ottumwa, Iowa
FENNER, LOWELL
WBLL, Dalton, Ga.
FERGUSON, JOHN
WBRZ, Baton Rouge, La.
FINCH, HOWARD
WJIM-TV, Lansing, Mich.
FINN, GREG
WORL, Easton, Mass.
FINNEGAN, ROBERT
Sugar Bowl Football Game
WABC
FINNEGAN, TIM
Sportslight
WTR, Richmond, Va.
FISHER, HUGH
KOTV, Tulsa, Okla.
FISER, JACK
KWKH, Shreveport, La.
FISHER, FRANCIS
WILLB, Greensburg, Pa.
FITZGERALD, LARRY
Sports Quiz
KRBC-TV, Abilene, Tex.
FITZPATRICK, WILLARD
WLMH, Jackson, Ohio
FLEMING, BILL
Motor City Fights
WVJ-TV, Detroit, Mich.
FLORA, EARL
WBNS-TV, Columbus, Ohio
FEYNN, JOHN
WICY, Malone, N. Y.
FORBES, BOB
WTHI, Terre Haute, Ind.
FORD, ART
KSTL, St. Louis, Mo.
FORD, TED
KCOW, Alliance, Neb.
FOSTER, MARTY
WTVT, Petersburg, Fla.
FOUNTAIN, BILL
WKY-TV, Oklahoma City,
Okla.

FOOTS, BOB
KOVU-TV, Stockton, Cal.
FOWLE, BOB
WHEB, Washington, N. C.
FOX, DICK
Sports Parade
KCHS, Truth or Consequences,
N. Mex.
FOX, GARRY
Sports Hi Lites
KOLM, Detroit Lakes,
Minn.
FOX, WILLIAM F. JR.
WIBC, Indianapolis, Ind.
FRANKLIN, DAN
WILXY, Bogalusa, La.
FRAZZELL, HUGH
KNCM, Moberly, Mo.
FREEMAN, HARRY
KPSA-TV, Ft. Smith, Ark.
FRENCH, BOB
WVSC, Somerset, Pa.
FRENCH, JACK
KNOX, Grand Forks, N. D.
FRICKE, ROGER
WBW, Bedford, Ind.
FRINK, BILL
WIMA-TV, Lima, Ohio
FROST, HOWARD
KIBS, Bishop, Cal.
FULTON, ROBERT
KERG, Eugene, Oreg.

— **G** —

GAGE, FRED
WIBD, Madison, Wis.
GAGE, FRED
WLAM, Lewiston, Me.
GALLAGHER, BOB
WNEB, Worcester, Mass.
GALLUP, STAN
KGFL, Roswell, N. Mex.
GALVIN, DAN
Sportsmike
KSKO, Santa Rosa, Cal.
GALVIN, BILL
WKON, Framingham, Mass.
GAMMON, JIM
KOKO, Warrensburg, Mo.
GARDNER, BILL
Scoreboard
WVPA, Williamsport, Pa.
GARDNER, REED
WJHP-TV, Jacksonville,
Fla.
GARNER, CARLTON
KTCD, Malden, Mo.
GARRIS, LOU
WALA-TV, Mobile, Ala.
GAUMOND, DICK
WPCT, Putnam, Conn.
GELLERS, DON
KCLS, Flagstaff, Ariz.
GENOVESE, JOE J.
WDOR, Sturgeon Bay,
Wis.
GENSICHEN, HAL
KTUC, Tucson, Ariz.
GEORGE, JOHN
WDLG, Fort Jarvis, N. Y.
GEORGE, STEVE
Strictly Sports
KGMN, Sacramento, Cal.
GHELLER, BOB
KXOC, Chico, Cal.
GIBSON, CURT
WDBO, Orlando, Fla.
GIBBONS, JAMES L.
WMAI-TV, Washington,
D. C.
GILL, DON
KAYS, Hays, Kans.

GILBERT, DON
KMUZ, Muskogee, Okla.
GILLESPIE, EARL
WEMU, Milwaukee, Wis.
GILMORE, DOD
WNOF, Newport, Ky.
GLEESON, ART
Game of the Day
MBS
GLENN, JIMMY
KDRD-TV, Sedalia, Mo.
GLENN, RALPH
WMBD, Atlantic City, N. J.
GLICKMAN, MARTY
Sports Extra
WIGM, WABD, N. Y. C.,
N. Y.
GODDARD, TRES
KATE, Alberta Lea, Minn.
GOECK, BOB
KVEN, Ventura, Cal.
GODFREY, B. L.
WSLM, Salem, Ind.
GODFREY, DICK
WGSV, Guntersville, Ala.
GODFREY, RICHARD
KCBS, San Francisco, Cal.
GODON, DICK
KGA, Spokane, Wash.
GOODE, MAL
WHDH, Pittsburgh, Pa.
GOODING, RALPH
WRFW, Eau Claire, Wis.
GOODMAN, JIMMY
KIBL, Beeville, Tex.
GOODRICH, BILL
WSPA, Spartanburg, S. C.
GOLDEN, RAY
KSTN, Stockton, Cal.
GOLIEB, ERNIE
WTVR, Coldwater, Mich.
GOMM, BUCK
WHTN, Huntington, W. Va.
GORDON, MITCH
WWTW, Cadillac, Mich.
GOGGIL, GLENN
WMSA, Massena, N. Y.
GOVE, DICK
WJAM, Lewiston, Maine
GOWDY, CURT
WIDD, Boston, Mass.
GRAHAM, WALTER
WRBL, Columbus, Ga.
GRANGER, JERRY
KHOF-TV, Holdrege, Neb.
GRANT, KEN
KNZ, Houston, Tex.
GRAY, DON
WADL, Wadesboro, N. C.
GRAY, GEORGE
WHOP, Hopkinsville, Ky.
GRAY, HUGH
KRIS, Corpus Christi, Tex.
GRAY, TRAVIS
KQNY, San Marcos, Tex.
GREGG, JACK
WBR, Butler, Pa.
GREHAN, JIM
WIXA, Peekskill, N. Y.
GREEN, JOHNSY
KPHO, Phoenix, Ariz.
GREENBERGER, JOHN
WBQC, Salisbury, Md.
GREUP, ERNIE
WTVU, Durham, N. C.
GRIFFITHS, BILL
WELM, Elmira, N. Y.
GRIMSBY, ROGER
Sports Parade
WEAT-TV, Eau Claire,
Wis.
GRISTIL, JACK
WELD, Tupelo, Miss.
GRISWOLD, JACK
WELI, Scranton, Pa.

GRISWOLD, ROGER
Headlines in Sports
WCAO, Baltimore, Md.

GRIZZARD, HERMAN
WLAC, Nashville, Tenn.

GROSS, DON
KFSS, Joplin, Mo.

GROSSMAN, ROBERT
WINT, Waterloo, Ind.

GRUBB, JACK
WFNC, Thomasville, N. C.

GRUNEWALD, ART
WCPM, Cumberland, Ky.

GUERRA, EUGENIO
WAPA, San Juan, Puerto Rico

GUINAN, JACK
WARM, Scranton, Pa.

GUNTHER, COULBY
WGBB, Freeport, L. I., N. Y.

GUOKAS, MATT
WPEN, Philadelphia, Pa.

GURNY, MICKY
WKTV, Utica, N. Y.

GUTHRIE, GEORGE
WWWF, Fayette, Ala.

— H —

HALE, BOB
KFXJ-TV, Grand Junction, Colo.

HALE, BILL
WBEJ, Elizabethton, Tenn.

HALL, CHUCK
KLAS-TV, Las Vegas, Nev.

HALL, HALSEY
Time Out for Sports
WCCO, Minneapolis-St. Paul, Minn.

HALYARD, O. C.
WEKY, Richmond, Ky.

HAMILTON, KEN
WEBQ, Harrisburg, Ill.

HAMLIN, TOM
WMAN, Mansfield, Ohio

HANAN, MARC
KXO, El Centro, Cal.

HANDLAN, JOE M.
WCOM, Parkersburg, W. Va.

HANEMAN, RALPH
WCRB, Cheraw, S. C.

HANEY, BOB
WSFC, Somerset, Ky.

HANLON, JOHN
KFGT, Fremont, Neb.

HANLON, JOHN
WEAN, Providence, R. I.

HANNA, BOB
KWBW, Hutchinson, Kans.

HANNA, HENRY BUD
Coach's Corner
KHSL-TV, Chico, Cal.

HANNAHER, TOM
KVOX, Moorhead, Minn.

HANSEN, BILL
KCOL, Fort Collins, Colo.

HANSON, ED
WPHR, Wisconsin Rapids, Wis.

HANSON, HARLEY
KOTA-TV, Rapid City, S. D.

HANSSON, PETE
KBOL, Boulder, Colo.

HARBISON, SHELBY T.
WTAX, Springfield, Ill.

HARDAWAY, JOHN
KSEL, Pocatello, Idaho

HARGREAVES, LYNN
WBGY, Montgomery, Ala.

HARMON, JOHN
WGUG, Brunswick, Ga.

HARMON, PAT
WCPO-TV, Cincinnati, Ohio

HARMON, TOM
KNXT, Los Angeles, Cal.

HARRELL, BILL
KVOP, Plainview, Tex.

HARRIS, SONNY
WOOF, Dothan, Ala.

HARRISON, JOHN
KTSA, San Antonio, Tex.

HART, HAL
WOC, Davenport, Iowa

HASSE, WARREN
WPDN, Pampa, Tex.

HAWKINS, VERN
KWTO, Springfield, Mo.

HAYES, GALE
High School Spotlight
KENS-TV, San Antonio, Tex.

HAYNES, JERRY
WFAA-TV, Dallas, Tex.

HAZELWOOD, AL
KOMA, Oklahoma City, Okla.

HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.

HEALY, DAN
WBRK, Pittsfield, Mass.

HEARN, CHICK
WEBK-TV, Peoria, Ill.

HEDRICK, TOM
KLWN, Lawrence, Kans.

HEILBRONER, LEW
WCPS, Tarboro, N. C.

HELLUM, LYMAN
WJTV, Jackson, Miss.

HEMPHILL, CLIFF
KVDO-TV, Corpus Christi, Tex.

HENDRICKSON, JACK
WCOR, Lebanon, Tenn.

HENRIKSON, LES
WAGA, Atlanta, Ga.

HENRY, JOHN
KOA, Denver, Colo.

HENDRYX, GENE
KVLK, Alpine, Tex.

HERMANN, CLEVE
B. Mar. 18, Peoria, Ill. Cleve Hermann Sports, 11th Hour News, Director of Sports, KRCA

HEWITT, WARREN
Sports Headlines
WCBS, Springfield, Ill.

HIBDON, MILT
KBOX, Modesto, Cal.

HICKS, DAN
WCSS, Amsterdam, N. Y.

HICKERSON, EARL
WTVP, Decatur, Ill.

HICKEY, BILL
Ivy League Football, Sportcasts
WCBS-TV, N. Y. C.

HICKMAN, HERMAN
WCBS, N. Y. C.

HIGGINS, LARRY
Let's Go Fishing
WIRK-TV, West Palm Beach, Fla.

HILL, BILL
KGDM, Stockton, Cal.

HILL, DAVE
KIUP, Durango, Colo.

HILL, JOE
WNTM, Vero Beach, Fla.

HILL, JOE
WTVN, Columbus, Ohio

HILL, ROBERT
Parade of Sports
WANE, Ft. Wayne, Ind.

HILLIS, IVY
WSMT, Sparata, Tenn.

HINNERS, ROBERT
WLEC, Sandusky, Ohio

HOBBAUGH, PAUL R.
WISR, Butler, Pa.

HOBELMAN, DON
KLPW, Union, Mo.

HOBGOOD, WALLACE
WTLS, Tallahassee, Ala.

HOCKSTAD, JERRY
WHRV, Ann Arbor, Mich.

HOENES, GENE
KHQA-TV, Hannibal, Mo.

HOFFMAN, RALPH W.
WULA, Eufaula, Ala.

HOGAN, BILL
WLBZ, Laurens, S. C.

HOLECKO, ANDY
WICA, Ashtabula, Ohio

HOOKER, KEN
KSET, El Paso, Tex.

HOONAN, BOB
KXRO, Aberdeen, Wash.

HOOPER, JACK
Report on Sports
WRGB, Harrisburg, Pa.

HOOVER, DON
KWBB, Wichita, Kans.

HOPKINS, DON
WATN, Watertown, N. Y.

HOPNER, FRED
KXRO, Aberdeen, Wash.

HOPPE, HENRY
WUSN-TV, Charleston, S. C.

HORNER, JACK
KEYD-TV, Minneapolis, Minn.

HOUCK, JOHN
WSSO, Starkville, Miss.

HOUTCHENS, WADE
The Sportsman
KIRN, Kirksville, Mo.

HOWARD, BOB
WVKO, Columbus, Ohio

HOWARD, BILL
WDVA, Danville, Va.

HOWARD, PETE
KXXX, Colby, Kans.

HOWELL, DIXIE
KABC, Hollywood, Cal.

HOYT, WAITE
WSAI, Cincinnati, Ohio

HUDDLESTON, DEE
WIEL, Elizabethtown, Ky.

HUNDLEY, ED
KTTN, Trenton, Mo.

HUNTER, DAN
Sports in Action
WFDF, Flint, Mich.

HUNTINGTON, CLAY
KTAC, Tacoma, Wash.

HURST, JACK
WNXT, Portsmouth, Ohio

HYDE, WARREN
WJBB, Haleyville, Ala.

— I —

INGALLS, WALLIE
KGRH, Fayetteville, Ark.

ISON, S. W.
WORZ, Orlando, Fla.

— J —

JACKSON, KEITH
KOMO-TV, Seattle, Wash.



JACKSON, WAYNE
WAFD-TV, Wilmington,
N. C.

JAFFE, SYD
WNHC-TV, New Haven,
Conn.

JAMES, BOB
WPTT, Pitsburgh, Pa.

JAMES, TONY
WPCB, Dunkirk, N. Y.

JAMES, WES
KMHL, Marshall, Minn.

JEFFERSON, WALTER
KTBC, Austin, Tex.

JENKENS, BILL
WLIB, N. Y., N. Y.

JENKINS, BOB
KGFV, Kearney, Neb.

JENNINGS, BOB
WWSO, Glen Falls, N. Y.

JOE, DON
KMA, Shenandoah, Iowa

JOHNSON, BRYAN
KAPA, Ramond, Wash.

JOHNSON, ED
WHAU, Haverhill, Mass.

JOHNSON, JAMES
WPAW, College Station,
Tex.

JOHNSON, ROBERT
KCAP, Helena, Mont.

JOHNSON, ROBERT
KHIR, Hood River, Ore.

JOHNSON, ROLLIE
WCCO-TV, Minneapolis,
Minn.

JOHNSON, WARREN
WPEB, Middletown, Ohio

JOHNSON, WARREN
WTSF, St. Petersburg, Fla.

JOHNSTON, KEN
WCOG, Greensboro, N. C.

JONES, BILL, TEX
KARD-TV, Wichita, Kans.

JONES, EARLE D.
WUTM, Maysville, Ky.

JONES, GORDON
WCMB, Harrisburg, Pa.

JONES, JIM
KHAM, Langview, Wash.

JONES, PAUL
WNAM, New Albany, Miss.

JONES, TED
WILLM, Bloomsburg, Pa.

JOSEPH, AL
WAIM, Anderson, S. C.

JOYNER, JACK
WTSK, Knoxville, Tenn.

— K —

KABER, RUSS
Sports Parade
KOVC, Valley City, N. D.

KAISER, RON
KBTM, Jonesboro, Ark.

KALLEY, ED
WAWE, Louisville, Ky.

KANE, BOB
WRCO, Richmond Center,
Wis.

KANN, MEL
WMBE, Miami, Fla.

KAUFMAN, SAM
WOLF, Washington, D. C.

KAYE, DENNIS
WSPA, York, Pa.

KAZMAIER, DICK
WBOF, Virginia Beach, Va.

KEARNS, CHARLIE
WKTV, La Cross, Wis.

KEATING, BILL
WHYX, Springfield, Mass.

KEELING, JOHN
Sports Book
WTRK, Sanford, Fla.

KEENE, BILL
KFOD, Denver, Colo.

KEHL, BILL
WING, Dayton, Ohio

KEIM, ED
KSLG, Crowley, La.

KELLEY, BOB
KMPC, Los Angeles, Cal.

KELLEY, BOB
WJLM, Wilmington, Del.

KELLY, GENE
WPTZ, Philadelphia, Pa.

KELLY, JACK
WGST, Atlanta, Ga.

KELLY, TOM
WMBD, Peoria, Ill.

KEMPER, WARREN
KLOG, Kelso, Wash.

KENNEDY, ED
WKRC, Cincinnati, Ohio

KENNEDY, ED
WVLP, Springfield, Mass.

KEYS, BILL
KSVJ, Artesia, N. Mex.

KEYS, RICHARD
WSTV-TV, Steubenville,
Ohio

KILBURN, LARRY
KFBI, Wichita, Kans.

KIMBLE, WES
WGVX, Geneva, N. Y.

KING, BILL
KOLN-TV, Lincoln, Neb.

KING, DUB
Sports Review
KCFN-TV, Temple Waco,
Tex.

KIRKPATRICK, DON
WCBT, Birmingham, Ala.

KIRWIN, DENNIS
KITO, San Bernardino, Cal.

KLEIN, DON
Pacific Coast Conf. Football
KQVR-TV, Stockton, Cal.

KLEMP, LLOYD
KCPA, Yuba City, Cal.

KLEINGSMITH, FRITZ
WKPA, New Kensington,
Pa.

KNAPP, BOB
WNEK-TV, Petersburg, Va.

KNIGHT, DELOS
WIKC, Bogalusa, La.

KNISELY, DALE
WTTB, Vero Beach, Fla.

KNOX, TOM
WGIN, Cincinnati, Ohio

KRAHLING, ED
WEAL, Alliance, Ohio

KRAMER, GUS
WKNV-TV, Kingston, N. Y.

KRAUS, WILLIAM
KOOS, Coos Bay, Oreg.

KOESTER, TONY
KPBK, Sacramento, Cal.

KORZELIUS, GENE
WBXY, Buffalo, N. Y.

KOSCHMANN, MARTY
KNLY, Spokane, Wash.

KUTAN, DICK
WPUT, Butler, Pa.

— L —

LAHM, BILL
WKJL, Sparta, Wis.

LAFLIN, JACK
WESB, Bradford, Pa.

LA FRANCOISE, CHARLES
KLOR, Portland, Oreg.

LAMB, JOE
WCNC, Elizabeth City, N. C.

LAMKIN, NORMAN
WJLN, Olney, Ill.

LANDAU, DANNY
WSRS, Cleveland, Ohio

LANE, ART
WPKO, Waverly, Ohio

LANE, ART
WJBR, Lebanon, Pa.

LANE, VAN
WDOK, Cleveland, Ohio

LANG, RAY
KXRA, Alexandria, Minn.

LANHAM, BUD
KRES, St. Joseph, Mo.

LAUX, FRANCES
KXOX, St. Louis, Mo.

LAUX, FRANCE
WEW, St. Louis, Mo.

LAWRENCE, JIMMY
KOVU, Provo, Utah

LAWRENCE, JOHNNY
WOKO, Albany, N. Y.

LAWRENCE, TOM
Sports Parade
WSHC, Statesville, N. C.

LAWS, BILL
KILX, Oakland, Cal.

LAYER, BRUCE
KPRC, Houston, Tex.

LEA, ROD
WLVA, Lynchburg, Va.

LEAMING, JIM
Sports Shots
WLP, Philadelphia, Pa.

LE BOW, GUY

CBS, NBC

LEE, BARNEY
WJLR, Detroit, Mich.

LEE, FRANK
WMAN, Fairmont, W. Va.

LEE, JACK
KBNZ, Le Junta, Col.

LEE, ZEB
WKSY, Asheville, N. C.

LEFEVRE, BILL
WFBP, Baltimore, Md.

LEIGHTON, AL
KUIZ, Brainerd, Minn.

LENTZ, ART
WMTV, Madison, Wis.

LEONARD, ED
WICH, Norwich, Conn.

LEUSCHEL, JACK
WCHO, Washington, Ohio

LEWIS, BARNEY
WLDS, Jacksonville, Ill.

LEWIS, DAVE
Sports Eye View
KEEP, Twin Falls, Idaho

LIEGEAIS, BILL
WMBV-TV, WMAM, Mari-
nette, Wis.

LIENER, GIL
KJUN, Redmond, Oreg.

LISTER, WILLIAM
WPTN, Watertown, Wis.

LITTLE, WALT
KAFY, Bakersfield, Cal.

LLOYD, BOB
WBBY, Appleton, Wis.

LLOYD, LEON
WLEA, Lafayette, Ga.

LLOYD, LONDON
WNRI, Woonsocket, R. I.

LOHMEIER, WILLIAM
WUBP, Rock Island, Ill.

LOMAX, STAN
WOR, N. Y. C., N. Y.

LOUDY, DEAN W.
WNNT, Warsaw, Va.

LOVE, DAN
KTBC-TV, Austin, Tex.
LOWE, WALT
KBOI, Boise, Idaho
LOZANO, GUILLERMO
KCOR, San Antonio, Tex.
LUNDQUIST, JIM
KDHL, Fairbault, Minn.
LUNQUIST, BOB
WICU-TV Erie, Pa.
LUNT, TOM JR.
WRNY, Rochester, N. Y.
LYLE, GEORGE
WJMJ, Philadelphia, Pa.
LYLES, OBY
WHSC, Hartsville, S. C.
LYNN, CORKY
WFIG, Sumter, S. C.
LYNCH, BUDD
WWJ-TV, Detroit, Mich.
LYNCH, JOE
WNOG, Naples, Fla.
LYONS, JOHN
WBEC, Pittsfield, Mass.

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, DON
WDBO-TV, Orlando, Fla.
McALLISTER, GRADY
WKKO, Cocoa, Fla.
McALLISTER, ROY
WJRD, Tuscaloosa, Cal.
McARTHUR, DOUG
KTAC, Tacoma, Wash.
McBOYLE, JOHN
KORT, Grangeville, Idaho
McCANN, BOB
KBMV, Billings, Mont.
McCARTHY, JIM
On the Sports Scene
WBRE, Wilkes-Barre, Pa.
McCLARTY, ED
KMOD, Modesto, Cal.
McCONAGHY, REED
Sports Desk
WEAT-TV, W. Palm Beach, Fla.
McCOY, JACK
Speaking of Sports
WHLN, Harland, Ky.
McCURRY, BILL
Sports Review
KVBC, Farmington, N. Mex.
McCUTCHEON, DON M.
KTHR, Hood River, Ore.
McDONALD, AL
WMTM, Moultrie, Ga.
McDONALD, RON
KWIB, Kennenwick, Wash.
McDOW, WALLY
WETU, Wetumpka, Ala.
McKENANEY, JAMES
WPAW, Pawtucket, R. I.
McFARLANE, BRIAN
WRGB, Schenectady, N. Y.
McGRATH, NED
Sports Review
WJOC, Jamestown, N. Y.
McINTYRE, JIM
WLAP, Lexington, Ky.
McKAY, JIM
WCBS-TV, N. Y. C., N. Y.
McKELFRESH, AL
WJBC, Bloomington, Ill.
McKELLAR, DON
WJBC, Bloomington, Ill.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McKINLEY, LARRY
WMRY, New Orleans, La.

McLACHLAN, DELL
WSON, Henderson, Ky.
McLEAN, JACK
WJPS, Evansville, Ind.
McMURRY, BRYAN
WMBV, Marion, Va.
McNEILL, ALEX
WNCA, Siler City, N. C.
McINTYRE, MAL
KCCC, Sacramento, Cal.
McVAY, BOB
KYOS, Merced, Cal.
McWHORTER, DON
WBLK, Clarksburg, W. Va.

— M —

MacARTHUR, DOUG
KTAC, Tacoma, Wash.
MacDONALD, JOHN
WHEC, Rochester, N. Y.
MACK, BOB
WTSV, Claremont, N. H.
MacLEAN, JOHN
Game of the Day
MBS
MacLEOD, TOM
KYJC, Medford, Ore.
MacNEILL, DAVID S.
WCRB, Boston, Mass.
MacWILLIAMS, DON
Sports Journal
WCSH-TV, Portland, Me.
MADDEN, JEAN
KOMU-TV, Columbia, Mo.
MAHAR, DICK
KSUM, Fairmont, Minn.
MALMBERG, RAY
KJFJ, Webster City, Iowa
MALONE, BILL
WMAL, Washington, D. C.
MANGOLD, FRANK
KWPC, Muscatine, Iowa
MANN, CARL
KPRC, Houston, Tex.
MANN, SEL
WCNC, Elizabeth City, N. C.
MANNING, JOE
WRNY, Buffalo, N. Y.
MANNING, TOM
WTAM, WNBK, Cleveland, Ohio
MANSFIELD, BOB
WKIC, Hazard, Ky.
MAPES, BILL
WOWL, Florence, Ala.
MARCHAND, ALEX
KALB, Alexandria, La.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARIN, HERIBERTO
WAPA TV, San Juan, Puerto Rico
MARE, GEORGE
Sports Spot
WISN-TV, Milwaukee, Wis.
MARSHALL, BILL
KCRC, Enid, Okla.
MARTIN, CHRIS
WPAQ, Mt. Airy, N. C.
MARTIN, DICK
WCMI, Ashtland, Ky.
MARTIN, JAMES
WJCM, Sebring, Fla.
MARTIN, JOHN
WAGA, Atlanta, Ga.
MARTIN, MURPHY
KTRE-TV, Lufkin, Tex.
MARX, ELZER
WITY, Danville, Ill.

MASON, AL
KVOU, Uvalde, Tex.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, JOE
WLEE, Richmond, Va.
MASTERS, JOHN
WDOV, Dover, Del.
MAXWELL, JOCKO
WNJR, Newark, N. J.
MAYNARD, BILL
KTTS-TV, Springfield, Mo.
MAZER, BILL
WGR-TV, Buffalo, N. Y.
MEDLEY, WARREN G.
WDKN, Dickson, Tenn.
MEEKINS, CLAIR
WFIN, Findlay, Ohio
MEHKERMAN, BOB
WTAO, New Bedford, Mass.
MELIA, KAYE
KAYS, Hays, Kans.
MERCER, BILL
KRLD-TV, Dallas, Tex.
MERCHANT, STAN
WJAG, Norfolk, Neb.
MERKER, GEORGE
WRMN, Elgin, Ill.
MERL, BOB
KLUK, Evanston, Wyo.
MENDEL, HOWARD
WWCO, Waterbury, Conn.
MNEKE, ED
WTOB-TV, Winston-Salem, N. C.
MESSER, FRANK
World of Sports
WRNL, Richmond, Va.
METZIG, BILL
KLLL, Lubbock, Tex.
METZLER, ART
WATE-TV, Knoxville, Tenn.
MICHAEL, RAY
WRC TV, Washington, D. C.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILER, PHIL
WKEI, Kewanee, Ill.
MILLER, BOB
KEYZ, Williston, N. D.
MILLER, BRUCE
WDWS, Champaign, Ill.
MILLER, ERNEST
KANV, Shreveport, La.
MILLER, GEORGE
WPTR, Albany, N. Y.
MILLER, GORDON
WHMP, Northampton, Mass.
MILLER, ROBERT H.
KSCC, Santa Cruz, Cal.
MILLER, STRETCH
WIRL, Peoria, Ill.
MILLER, TOM
KWCO, Chickasha, Okla.
MITCHELL, BO
WBSR, Pensacola, Fla.
MITCHELL, FROSTY
KWVL-TV, Waterloo, Iowa
MITCHELL, JIM
KVOE, Emporia, Kans.
MITCHELL, WALTER
WADE, Wadesboro, N. C.
MOHATT, SKIP
KROG, Sonora, Cal.
MOLEN, SAM
KMBC-TV, Kansas City, Mo.
MONROE, BOB
KCHA, Charles City, Iowa
MOONEY, JESS
WTOC, Savannah, Ga.
MOORE, MONTE
KSWO, Lawton, Okla.
MOORE, TED
Sports Page
WFRV-TV, Green Bay, Wis.



MOORE, W. W.
 WHEB, Washington, N. C.
MOOREHEAD, TOM
 WFIL, Philadelphia, Pa.
MORAN, GUSSE
 WGMG, N. Y. C., N. Y.
MOREHOUSE, GENE
 WWR, Beckley, W. Va.
MORISOLI, MIKE
 KSBW-TV, Salinas, Cal.
MORRIS, BOB
 KRNV, Lexington, Neb.
MORTON, CONNIE
 WRII, Rock Hill, S. C.
MORTON, LEN
 KSWO-TV, Lawton, Okla.
MORTON, LOU
 WWOK, Charlotte, N. C.
MOSELEY, LIN
 WSP, Kingston, N. C.
MOSBER, CLURE
 WTV, Ft. Lauderdale, Fla.
MOSTELLER, JERRY
 WQOK, Greenville, S. C.
MOWRY, LEE
 WRGA, Rome, Ga.
MOYER, CHUCK
 Time Out For Sports
 WEDO, McKeesport, Pa.
MUELLER, VERN
 KPOJ, Portland, Ore.
MULHERN, PAT
 WBBQ, Augusta, Ga.
MULLIGAN, DICK
 KVIC, Victoria, Tex.
MUNLEY, JACK
 KFHL, Wichita, Kans.
MUNSON, LARRY
 WSN, Nashville, Tenn.
MURDOCK, HOWARD
 WIMS, Michigan City, Ind.
MURPHY, BOB
 WIDH, Boston, Mass.
MURRY, J. L.
 WXOK, Baton Rouge, La.
MUZZY, JIM
 WIIBC, Canton, Ohio

— N —

NAIMO, JACK
 WJOB, Hammond, Ind.
NAVGLE, DAVE
 KFJZ-TV, Ft. Worth, Tex.
NEAL, BOB
 Game of the Day, World of Sports
 MBS
NEAL, BOB
 WERE, Cleveland, Ohio
NELSON, A. W.
 WFRG, Reidsville, N. C.
NEWMAN, JACK
 WIBA, Madison, Wis.
NICHOLLS, WARD
 KFDR, Grand Coulee, Wash.
NICHOLSON, RICHARD
 KFOX, Modesto, Cal.
NILES, CHUCK
 WIRK-TV, West Palm Beach, Fla.
NOE, BOB
 WHEL, Rockford, Ill.
NORWIG, GEORGE
 WCSC, Charleston, S. C.

— O —

OBIE, DON
 KRIB, Mason City, Iowa

O'BREIN, JOHN
 KDUB, Lubbock, Tex.
OCHMANSKI, LOUIS
 WTAU, Augusta, Me.
O'DELL, VIRGIL
 WNEM-TV, Bay City, Mich.
ODLE, DENNIS B.
 Sportscastr
 KTTR, Rolla, Mo.
O'DONNELL, BILL
 WSVR, Syracuse, N. Y.
O'DONNELL, ODIE
 WJFH, Galipolis, Ohio
O'HALLORAN, RAL
 KVOO, Tulsa, Okla.
OLDS, PAUL
 WCII, Carbondale, Pa.
OLIVER, JAY
 KNUZ, Houston, Tex.
OLIVER, WALLY
 WLEA, Hornell, N. Y.
OLSON, LEE
 WSAW, Platteville, Wis.
O'MARA, BILL
 KING-TV, Seattle, Wash.
O'MALLEY, CHICK
 WACE, Springfield, Mass.
O'NEILL, JOHN
 WMFR, High Point, N. C.
O'QUINN, FARNELL
 WHAB, Bakley, Ga.
ORNST, STAN
 WGRS, Miami, Fla.
ORTIZ, AL JR.
 KTRC, Santa Fe, N. Mex.
OSBORN, GENE
 KOAT-TV, Albuquerque, N. Mex.
OSBORNE, D. A.
 WWGS, Tifton, Ga.
OSBORNE, DEANE
 WTOP, Toledo, Ohio
OVINGTON, RAY
 WNDP, Daytona Beach, Fla.
OWENS, JIM
 KTIB, Thibodaux, La.
OWENS, MOREY
 WROK, Rockford, Ill.

— 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

PALMER, JIM
 KSLM, Sikeston, Mo.
PARKER, JOHN
 KERO-TV, Bakersfield, Cal.
PARKER, LARRY
 KFEA, Helena, Ark.
PARKER, VIRG
 KORE, Eugene, Ore.
PARKHURST, BOB
 KOAM, Pittsburg, Kans.
PARKS, DARVL
 WKRC-TV, Cincinnati, Ohio
PARSONS, MARSHALL
 WQAM, Miami, Fla.
PARTAIN, JAMES
 WORD, Spartanburg, S. C.
PARTON, RED
 WOLF, Syracuse, N. Y.
PASSE, LOEL
 KPHH, Houston, Tex.
PATTE, JOE H.
 KNED, McAlester, Okla.
PAUL, LE ROY
 WSA-TV, Montgomery, Ala.
PAVNE, JACK
 WQW, Omaha, Neb.
PAVNE, MACRAY E.
 KSTB, Cedar City, Utah
PECK, CLAIR
 KJAL, Lebanon, Ore.
PELLLOW, DAVE
 WEOA, Evansville, Ind.
PERRIE, DON
 WBRZ, Baton Rouge, La.
PERRY, DICK
 Sports Roundup
 WFAI, Fayetteville, N. C.
PETERSON, BOB
 KOSA, Odessa, Tex.
PETERSON, PHIL
 WFNX, Burlington, N. C.
PETTIT, WILLIAM
 WIDE, Biddford, Me.
PETRETT, GEORGE
 WTRP, La Grange, Ga.
PETRI, RALPH
 KWBV, Colorado Springs, Colo.
PETTY, NORMAN
 Colby, Kans.
PEFFER, GEORGE
 KORT, Grangeville, Idaho
PHIFFER, AL
 WARM-TV, Scranton, Pa.
PHIFFER, BILL
 Sports Today
 WPEL, Wilmington, Del.
PHILAN, JOHN
 KTSM-TV, El Paso, Tex.
PICKET, BILL
 KGGH, Flagstaff, Ariz.
PIERCE, HARRY
 KLRK, Little Rock, Ark.
PIERRO, LOU
 WHUC, Hudson, N. Y.
PIRE, DICK
 WNOP, Newport, Ky.
PINON, CLOVIS
 KSSJ, Sulphur Springs, Tex.
PLATT, BILL
 WBRZ, Ponca City, Okla.
PLOC, RUDY
 KWOW, Madison, Wis.
POPE, BILL
 WABY, Albany, N. Y.
PORTER, RICHARD
 KRAL, Craig, Colo.
PORTON, BOB
 KRSN, Los Alamos, N. Mex.
POWELL, JOHN
 WTRS, Paris, Ill.
POWERS, JIMMY
 WRCA, N. Y. C., N. Y.
POWERS, TED
 WDEV, Waterbury, Vt.
PRAET, RUD
 KSSS, Sedalia, Mo.
PRESTON, H. A.
 KJAN, Atlantic, Iowa
PREVITT, BILL
 KDFE, Albuquerque, N. Mex.
PRIDDY, JOHN
 KBEK, Odessa, Tex.
PRIEST, DON
 WSPB, Sarasota, Fla.
PRIMM, ART
 KIRO, Seattle, Wash.
PRYOR, BILL
 WBNF-TV, Binghamton, N. Y.
PAVE, JACK
 WPTZ, Philadelphia, Pa.

— Q —

QUIGLEY, DON D.
KWJL, Weiser, Idaho

QUIGLEY, ERNIE
KLWN, Lawrence, Kans.

QUIMBY, LEE
WWSC, Glen Falls, N. Y.

— R —

RAFFENSBERGER, DON
WMRF, Lewistown, Pa.

RAHAIN, FRED
WJAX, Jacksonville, Fla.

RAHIREK, EARL
WLAK, Lakeland, Fla.

RAINES, DOUG
KFDA, Amarillo, Tex.

RAINES, LEE
WHIN, Gallatin, Tenn.

RAIMPTON, CLARE
KWVL-TV, Waterloo, Iowa

RANGER, JAMES H.
KCOY, Santa Maria, Calif.

RANYAN, ARMIN
WLIP, Kenosha, Wis.

RAPOZA, NORMAN
WNBH, New Bedford, Mass.

RASH, LESTER R.
WKAM, Goshen, Ind.

RAUER, MAX
KWDM, Des Moines, Iowa

RAWLINSON, CHARLES
WSAV, Savannah, Ga.

RAYMOND, STAN
WQXI, Atlanta, Ga.

READ, RAY
WMTM, Moultrie, Ga.

REDDY, JOHN
WOKY, Milwaukee, Wis.

REED, DON
KEYS, Corpus Christi, Tex.

REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.

REEVES, MARTY
WKY-TV, Oklahoma City,
Okla.

REICHLUM, CHUCK
Sports Daily Double
WJAS, Pittsburgh, Pa.

REID, DICK
WCOV-TV, Montgomery,
Ala.

REID, JIM
WPTF, Raleigh, N. C.

REIHSON, BOB
WEAV, Evanston, Ill.

REITH, HARRY
WKST, New Castle, Pa.

RENFREW, CHARLES
WHKP, Hendersonville,
N. C.

REYNOLDS, BOB
WJR, Detroit, Mich.

REYNOLDS, DON
KVLH, Pauls Valley, Okla.

RHODES, BOB
WFBM-TV, Indianapolis,
Ind.

RHODES, LARRY
WPIN, St. Petersburg, Fla.

RHODY, RONNIE
WFKY, Frankfort, Ky.

RICE, BRUCE
Sportscope
KWFV, Wichita Falls, Tex.

RICH, AL
WLOH, Princeton, W. Va.

RICHARDS, RON
KGVO, Missoula, Mont.

RICHARDSON, BOB
KEYJ, Jamestown, N. D.

RICHARDSON, LYLE
KBON, Omaha, Neb.

RICHARDSON, WALT
KOSY, Texarkana, Ark.

RICHMOND, DICK
KLIF, Dallas, Tex.

RICHMOND, HYLE
WXRA, Buffalo, N. Y.

RIDGWAY, CHARLIE
WBHB, Fitzgerald, Ga.

RIFENBURG, DICK
WBEN-TV, Buffalo, N. Y.

RITZERT, ROBERT
WNAB, Bridgeport, Conn.

ROACH, JACK
WKBZ, Muskegon, Mich.

ROBERTS, DON
Warm-Up Time
WCOU, Lewiston, Me.

ROBERTS, G. F.
KBIM, Roswell, N. Mex.

ROBERTS, KENNETH
KLAR, Lamar, Colo.

ROBERTSON, BOB
WNDU-TV, South Bend,
Ind.

ROBINSON, JERRY
KELA, Centralia Chehalis,
Wash.

ROBINSON, MAX
WJTN, Jamestown, N. Y.

ROBINSON, SOL
WLAD, Danbury, Conn.

ROBSON, CLYDE
WEMR, Emporium, Pa.

RODRICK, JACK
KFKA, Greeley, Colo.

RODIMON, BILL
WJAM, Marion, Ala.

ROGERS, DAVE
WJMX, Florence, S. C.

ROLLINS, TOM
KVKM, Monahans, Tex.

ROMINE, ROD
KCJB, Minot, N. D.

ROPER, KEITH
WABJ, Adrian, Mich.

ROSELLE, JIM
WJTN, Jamestown, N. Y.

ROTZ, SID
WDZ, Decatur, Ill.

ROUTH, BILL
WNOK, Columbia, S. C.

ROWLANDSON, HUGH
WTVL, Waterville, Me.

ROY, TOM
WKLA, Ludington, Mich.

ROYSE, HANK
WKAY, Glasgow, Ky.

RUSH, RED
KFXM, San Bernardino,
Cal.

RUSSELL, EARLE
KSJO, San Jose, Cal.

RUST, ARTHUR
WWRL, N. Y. C., N. Y.

RUST, BILL
KGVL, Greenville, Tex.

RYAN, KEITH
KLOU, Lake Charles, La.

RYTLEDGE, GEORGE
WHMA, Anniston, Ala.

— S —

SAIDT, BUS
WBUD, Trenton, N. J.

SALDER, JOHN
WHAP, Hopewell, Va.

SALTER, ELMER G.
WAUD, Auburn, Ala.

SALTZMANN, JIM
WKRZ, Oil City, Pa.

SAMP, PHIL
WGEZ, Beloit, Wis.

SAMS, NOLY JR.
WQSN, Charleston, S. C.

SANDLER, JACK
KOWII, Omaha, Neb.

SANDS, GEORGE
WMA5, Springfield, Mass.

SAVAGE, BOB
WMAZ, Macon, Ga.

SAVANGE, GUY
KXYZ, Houston, Tex.

SAVLINE, FRANK
WIMS, Michigan City, Ind.

SCHENKEL, CHRIS
WABD, N. Y. C., N. Y.

SCHOENDIENST, TOM
Sports Desk
WCIA, Champaign, Ill.

SCHWARTZ, GERALD
WAHR, Miami Beach, Fla.

SCOTT, DAVID
WKNB-TV, New Britain,
Conn.

SCOTT, HAROLD
WJAC-TV, Johnstown, Pa.

SCOTT, MARK
KCOF, Hollywood, Cal.

SCOTT, PAUL
WFKY, Frankfort, Ky.

SCOTT, PENN
WTLS, Tallahassee, Ala.

SCOTT, RAY
KDKA-TV, Pittsburgh, Pa.

SCOTT, SAM
WCAM, Camden, N. J.

SCOTT, STAN
WAKU, Latrobe, Pa.

SEARS, CHARLIE
WCNX, Middletown, Conn.

SEAVEY, CECIL
KKTU, Colorado Springs,
Col.

SEBASTIAN, BILL
KLTZ, Glasgow, Mont.

SENYCZKO, EDWARD
Sports Parade
WTTH, Port Huron, Mich.

SEXTON, CARROLL
WCRS, Greenwood, S. C.

SHACKLEFORD, ROSS
WGAU, Athens, Ga.

SHAFFER, MAX
WDAM-TV, Danville, Ill.

SHANLEY, GIB
Sports Slants
WPON, Pontiac, Mich.

SHARPE, JACK
WEBR, Buffalo, N. Y.

SHEPHERD, CHARLIE
WWNC, Asheville, N. C.

SHEPPARD, CHARLES
KPUG, Bellingham, Wash.

SHERMAN, BARRY
WBRE-TV, Wilkes-Barre,
Pa.

SHERMAN, BARRY
WSCR, Scranton, Pa.

SHERMAN, BUD
WBAP, Fort Worth, Tex.

SHERMAN, DICK
WISC, Madison, Wis.

SHERMAN, GENE
KMNS, Sioux City, Iowa

SHILVOCK, DICK
KASL, New Castle, Wyo.

SHIVELY, DICK
WSM, Nashville, Tenn.

SHIVER, JACK
WMGA, Moultrie, Ga.

SHOOP, RON
WOI-TV, Ames, Iowa



SHUDD, ROY
WTRY, Troy, N. Y.

SHUMAN, HOWARD
KYAK, Yakima, Wash.

SIEGL, JIM
WIBL, Sheboygan, Wis.

SIMMONS, LON
KML, Fresno, Cal.

SIMONTON, RED
KYUM, Yuma, Ariz.

SIMPSON, JIM
WRC, Washington, D. C.

SIMPSON, JIMMY
WNAO-TV, Raleigh, N. C.

SIMPSON, SIM
WRC-TV, Washington, D. C.

SIMS, CHARLIE
KDUB-TV, Lubbock, Tex.

SISSKIND, CARL
KGMC, Englewood, Colo.

SJOLANDER, HERB
WSPB, Sarasota, Fla.

SKINNER, MERRILL L.
KGEN, Boise, Idaho

SLATER, MANNING
WICC, Bridgeport, Conn.

SLATER, SAM
WCOM, Parkersburg, W. Va.

SLATTERY, JACK
WHS, Lansing, Mich.

SMEDLEY, BOYD
WSTM, Salem, Ind.

SMITH, ACT
WDOX, Du Quoin, Ill.

SMITH, BILL
KTOE, Maquoket, Minn.

SMITH, BOCKY
WLOF, Orlando, Fla.

SMITH, BOB
KKTU, Colorado Springs, Colo.

SMITH, BOB
WKGX, Knoxville, Tenn.

SMITH, DALE
KFJB, Marshalltown, Iowa

SMITH, JIM
KXGI, Fort Madison, Iowa

SMITH, LESTER
WNAO, Boston, Mass.

SMITH, REA JR.
WLAJ, Lafayette, Tenn.

SMITH, RUSSELL
Headlines in Sports
KLFM, Minot, N. D.

SMITH, SEIG
KPSD-TV, San Diego, Cal.

SNYDER, BILL
WPDQ, Jacksonville, Fla.

SNYDER, ED
WDAK, Columbus, Ga.

SNYDER, FRANK
KRRG, Mount Vernon, Wash.

SOBOL, JOHNNY
WILK, Wilkes Barre, Pa.

SOMMERYLE, BOB
KNTV, San Jose, Cal.

SPACKLIN, JIM
KWVO, Sheridan, Wyo.

SPRAGUE, ED
KTMS, Santa Barbara, Cal.

SPENCER, LESTER G.
WBBV, Richmond, Ind.

SPENCER, MARK
WPAJ, Portsmouth, Ohio

SPENCER, PHIL
WENT, Gloversville, N. Y.

SPOKES, AL
WJOY, Burlington, Vt.

STADYAC, ERNIE
WADC, Akron, Ohio

STANLEY, JOHN
KHEM, Monticello, Ark.

STARR, CHUCK
KDRS, Paragould, Ark.

STAUFACHER, C. B.
KRMW, The Dalles, Oreg.

STEDMAN, DICK
KVOR, Colorado Springs, Colo.

STEEL, JIM
Sports Final
KTVN, Muskogee, Okla.

STEELE, BOB
WTIC, Hartford, Conn.

STEIN, ELLIOTT
WBIS, Bristol, Conn.

STEAMLER, NICK
WRUN, Erie, N. Y.

STENKAMP, JOHN
Sports Den
KIMA-TV, Yakima, Wash.

STEPHENSON, RON
WJAC, Johnstown, Pa.

STERN, BILL
Football Games
ABC, N. Y., N. Y.

STEVENS, BILL
WCYB, Bristol, Va.

STEVENS, LEN
WHAT, Philadelphia, Pa.

STEVENSON, WARD
KMMT, KAUS, Austin, Minn.

STEWART, BOB
WTOH-TV, Lansing, Mich.

STEWART, LARRY
WDWS, Champaign, Ill.

STIEGL, JOSEPH P.
Sports Daily
WROD, Daytona Beach, Fla.

STODDER, KEN
KHUM, Eureka, Cal.

STONE, CLAUDE C.
WLSV, Wellsville, N. Y.

STONE, RONNIE
KADA, Ada, Okla.

STOVER, JIM
WCVA, Culpeper, Va.

STRATTON, DICK
WMBR-TV, Jacksonville, Fla.

STRATTON, GIL
KNXT, Los Angeles, Cal.

STRICKLAND, WILLIAM
WIRA, Fort Pierce, Fla.

STUCKEY, BILL
WNCV, Greenville, N. C.

SULLIVAN, WADE
WOZK, Ozark, Ala.

SUMMERS, BILL
WLOU, Louisville, Ky.

SUMMERS, LOUIS
WOLC, Columbia, S. C.

SWEET, DAVE
WBSM, New Bedford, Mass.

SWEENEY, DICK
WGWR, Ashboro, N. C.

SWEENEY, FRANK
WJJD, Chicago, Ill.

— T —

TABNER, DOUG
WTOL, Toledo, Ohio

TAPLER, VINCE
WPLS, Jackson, Tenn.

TARLETON, SAM
KPLC-TV, Lake Charles, La.

TATE, YERNER
WPHC-Greenville, S. C.

TAWWATER, TUT
KVOP, Plainview, Tex.

TAYLOR, BOB
WVSC, Somersett, Pa.

TAYLOR, CRAWFORD
KTFY, Brownfield, Tex.

TAYLOR, JOHN
WONS, Lakeland, Fla.

TEMPLETON, BOB
KWBE, Beatrice, Neb.

TEMPLETON, DINK
KFRC, San Francisco, Cal.

TENNANT, JACK
WNSA, Charleston, W. Va.

THACKER, JIM
Sports Eye
WSAZ-TV, Huntington, W. Va.

THERIEN, JOE
WNRG, New Rochelle, N. Y.

TILLENUS, ED
WRFQ, Athens, Ga.

THOMAS, ED
WLSL, Roanoke, Va.

THOMAS, ERNIE
KISD, Sioux Falls, S. D.

THOMAS, GLENN
WBGK, Jessup, Ga.

THOMAS, GLENN
WJEL, Hagerstown, Md.

THOMAS, JERRY
KVEN, Ventura, Cal.

THOMAS, JIM
WCFO, Cincinnati, Ohio

THOMAS, JIM
WARR, Greenville, S. C.

THOMAS, ROLLA
KFI, Los Angeles, Cal.

THOMPSON, BEN
WTON, Tonla, Mich.

THOMPSON, TOMMY
WIO, Des Moines, Iowa

TOLBERT, JERRY
WERT-TV, Evansville, Ind.

TOMERLIN, ED
Sports Roundup
KERO, Bakersfield, Cal.

TOOTHMAN, BOB
WBLK, Clarksville, W. Va.

TORGERSON, STAN
WBBQ, Memphis, Tenn.

TOSTI, PHIL
WKAL, Rome, N. Y.

TRABER, JIMMY
KXAL, Victoria, Tex.

TRANNOR, PIE
KQV, Pittsburgh, Pa.

TRINE, PHIL
KUKI, Utah, Cal.

TROTTER, HUGH
WSEV, Sevierville, Tenn.

TROUT, LARRY
KERN, Bakersfield, Cal.

TURNER, AL
KTBB, Tyler, Tex.

TURNER, BOB
WHAM, Rochester, N. Y.

TUCKER, CARROLL
Sports Digest
WNLA, Indianapolis, Miss.

TURNER, JIM
WJAN, Spartanburg, S. C.

TURNER, RAY
WTAR-TV, Norfolk, Va.

TWIGG, ROLAND
WBRY, Lexington, N. C.

— U —

UFER, ROBERT
WPAJ-TV, Ann Arbor, Mich.

UNDERWOOD, R. T.
WONI, Connersville, Ind.

INGER, LES
Press Box
WCTC, New Brunswick, N. J.

URBAN, JOHN
WCNV-TV, Watertown, N. Y.

— V —

VAN, FRITZ
WSGW, Saginaw, Mich.
VAGNER, JACK C.
KRAL, Rawlins, Wyo.
VALICENTI, JOE
WBBW, Youngstown, Ohio
VAN'T HULL, FRED
KEYD, Minneapolis, Minn.
VAUGHN, WALTER
KRRV, Sherman, Tex.
VAZQUEZ, PEDRO
WAPA-TV, San Juan,
Puerto Rico
VEACH, BOB
WFRX, W. Frankfort, Ill.
VEAZEY, NORMAN
WAGC, Chattanooga, Tenn.
VEIDT, BILL
WBKH, Hattiesburg, Miss.
VESTRO, AL
WATR, Waterbury, Conn.
VILLANT, JOHNNIE
WELC, Welch, W. Va.
VOLKEMA, HAL
WHTC, Holland, Mich.

— W —

WAGENVOORD, DAVID
WEEB, Southern Pines,
N. C.
WAGNER, BOB
WHIZ-TV, Zanesville, Ohio
WAGNER, ROBERT
WESK, Escanaba, Mich.
WAITE, DAVE
WFOR, Hattiesburg, Miss.
WALDES, WARREN
WJAR, Providence, R. I.
WALESKIE, EDDIE
WSBA, York, Pa.
WALKER, BOB
KSEM, Moses Lake, Wash.
WALKER, DREW
KWRO, Coquille, Ore.
WALKER, HAL
WXIX, Milwaukee, Wis.
WALKER, JOE
WMBM, Miami Beach, Fla.
WALKER, LLOYD
KFTM, Ft. Morgan, Colo.
WALKER, MERRILL
WOAP, Owosso, Mich.
WALLACE, FORREST
KRCG-TV, Jefferson City,
Mo.
WALLACE, JACK
KBST, Big Spring, Tex.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSHAK, DAVID
KCTL, Gonzales, Tex.
WALTHALL, CLYDE
KGGF, Coffeyville, Kans.
WALTHALL, TUBBY
WJWS, South Hill, Va.
WALTON, BOB
WSPN, Saratoga Springs,
N. Y.
WALTON, LUKE
WISH, Indianapolis, Ind.
WANZER, HAL
WLSI, Pikeville, Ky.
WARD, BILL
WBT, WBTB, Charlotte,
N. C.
WARD, GORDON
WTAM, Cleveland, Ohio
WARD, PETER J.
WRIC, Richlands, Va.
WARNER, DICK
WRDW, Augusta, Ga.

WARREN, JIM
KVOO-TV, Tulsa, Okla.
WARREN, MERT
WLOE, Leaksville, N. C.
WATERMAN, BERNIE
WMAV, Springfield, Ill.
WATT, JIM
KSTT, Davenport, Iowa
WATTRICK, DON
WXYZ, Detroit, Mich.
WAY, JOHN F.
KCHI, Chillicothe, Mo.
WAYNE, KEN
WTAO, Boston, Mass.
WEATHERLY, BOB
WTAN, Clearwater, Fla.
WEAVER, BILL
WDAY-TV, Fargo, N. D.
WEAVER, HANK
KABC, Hollywood, Cal.
WEAVER, RICK
KOLN-TV, Lincoln, Neb.
WEHMEIER, HAL
KRUL, Corvallis, Ore.
WEILER, BOB
KDIX, Dickinson, N. D.
WELLS, LEFTY
KVKM, Monahans, Tex.
WELLS, LINN
WGAN-TV, Portland, Me.
WELSH, BILL
KTTV, Los Angeles, Cal.
WENDLANDT, LEW
WPLY, Plymouth, Wis.
WERNER, HERB
WTRN, Tyrone, Pa.
WEST, BILL
KGBX, Springfield, Mo.
WEST, JACK
WLBT, Jackson, Miss.
WESTERGARD, ARTHUR
KFOR, Lincoln, Neb.
WEYENETH, STOOP
KBRL, McCook, Neb.
WHALEN, JOSEPH
WVPO, Stroudsburg, Pa.
WHEELER, RON
KTAT, Frederick, Okla.
WHITAKER, BOB
WMIX, Mt. Vernon, Ill.
WHITAKER, JACK
WCAU-TV, Philadelphia,
Pa.
WHITE, BOB
WCSS, Amsterdam, N. Y.
WHITE, DICK
KGWA, Enid, Okla.
WHITEHEAD, AL
WHVH, Henderson, N. C.
WHITEHEAD, BOB
WBAX, Wilkes-Barre, Pa.
WHITMORE, TOM
WWCA, Gary, Ind.
WHITWORTH, RAY
KCSJ-TV, Pueblo, Cal.
WICKER, CHARLES N.
WTPS, New Orleans, La.
WIDMAN, RALPH
WFAA, Dallas, Tex.
WIGGINS, JIM
KENS, San Antonio, Tex.
WILE, OTIS
KSPI, Stillwater, Okla.
WILLIAMS, CHUCK
Mike's of Sports
KWNO, Winona, Minn.
WILLIAMS, DALE
WOI-TV, Ames, Iowa
WILLIAMS, GARNET
WFIW, Fairfield, Ill.
WILLIAMS, HARRY
WFTL, Lauderdale, Fla.
WILLIAMS, LEIGHTON H.
WVNH, Rochester, N. H.
WILLIAMS, OMAR
WLWD, Dayton, Ohio

WILLIAMSON, DICK
WLAY, Muscote Shoals, Ala.
WILSON, CARROLL
WLRJ, Humboldt, Tenn.
WILSON, DAVE
KANS, Wichita, Kans.
WILSON, ED
KOAM, Pittsburg, Kans.
WILSON JIM
WSBT-TV, South Bend,
Ind.
WILSON, WARD
WMGM, N. Y., N. Y.
WINKENWERDER, CHARLES
KYAS, Astoria, Oreg.
WISE, WES
KFDM-TV, Beaumont, Tex.
WISEMAN, CLYDE
WOKZ, Alton, Ill.

WISMER, HARRY

Sports Director, General Sports
Time, Harry Wismer Sports, Mutual;
General Sports TV, WGR and Coast-
To-Coast

WOODWARD, LE ROY
WVJS, Owensboro, Ky.
WOLFE, ART
WAMS, Wilmington, Del.
WOLFE, BOB
WTTG, WWDC, Washing-
ton, D. C.
WOLF, FRED
WXYZ-TV, Detroit, Mich.
WOLF, HAL
KNBC, San Francisco, Cal.
WOLLEY, PHIL
WGUY, Bangor, Me.
WRIGHT, BILL
WGLV, Easton, Pa.
WYLIE, BOB
WAKR-TV, Akron, Ohio
WYMAN, MAL
KALL, Salt Lake City,
Utah
WYNN, BOB
WAYX, Waycross, Ga.
WYNN, JIMMY
WAIR, Winston Salem,
N. C.

— Y —

YELLAND, STARR
KLZ, Denver, Colo.
YOUNG, ALLAN
WAIN, Columbia, Ky.
YOUNG, NORMAN J.
Sports Final
WCGC, Belmont, N. C.

— Z —

ZABEL, JIM
WHO, Des Moines, Iowa
ZEGARSKIE, ED
WHUB, Cookeville, Tenn.
ZEIDMAN, IRV
Sports Beat
KENT, Shreveport, La.
ZELICK, MARK
WOSA, Wausau, Wis.
ZIMMERMAN, PAUL
WMVA, Martinsville, Va.
ZIMMERMAN, ROBERT
KOEL, Oelwein, Iowa
ZUCKHELLI, ED J.
KCOY, Santa Maria, Cal.



BILL CULLEN

Exclusive Representative Martin Goodman 65 W. 54 St., N. Y. C.

ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1955



— A —

ABBOTT, JIM
KFJZ-TV, Ft. Worth, Tex.

ABELL, FRAN
KBOX, Modesto, Cal.

ACKERMAN, AL
WBIS, Bristol, Conn.

ADAMS, ALLAN
KDKD, Clinton, Mo.

ADAMS, BOB
WBSM, New Bedford, Mass.

ADAMS, JIM
WSTV, Steubenville, Ohio

ADDIS, DICK
WMTV, Madison, Wis.

ADKINS, BOB
Going Home Show
KLAN, Renton, Wash.

ADKINS, JOHN C.
WLSI, Pikeville, Ky.

AGA, ERCCEL
KXRA, Alexandria, Minn.

AKER, DICK
KTFY, Brownfield, Tex.

ALARIE, DICK
WPCT, Putnam, Conn.

ALBERS, HARRY
KLUK, Evanston, Wyo.

ALBERTSON, BOB
Open House
KHSL-TV, Chico, Cal.

ALBRIDGE, KENNETH
KHMO, Hannibal, Mo.

ALBRIGHT, DAVE
KCRG, Cedar Rapids, Iowa

ALBRIGHT, DON
KCRS, Midland, Tex.

ALDRICH, BILL
KSO, Des Moines, Iowa

ALDRIDGE, CHARLES
WCRS, Greenwood, S. C.

ALLEN, BILL
WLAC, Nashville, Tenn.

ALLEN, BOB
KWBU, Corpus Christi, Tex.

ALLEN, DAVE
KWK, St. Louis, Mo.

ALLEN, ERNIE
KFST, Ft. Stockton, Tex.

ALLEN, LEE
WARM-TV, Scranton, Pa.

ALLEN, OLIVER
WRAP, Norfolk, Va.

ALLEN, PETER
WQXR, N. Y., N. Y.

ALLEN, RIC
WNRC, New Rochelle, N. Y.

ALLEN, WES
KHMO, Hannibal, Mo.

ALLEY, LeROY
WMCH, Chnrch Hill, Tenn.

ALINGER, RALPH
Musical Clock
WIBX, Utica, N. Y.

ALLISON, BILL
WKBZ, Muskegon, Mich.

ALLISON, JOE
WSIX, Nashville, Tenn.

AMMERMAN, MEL
KCNV, San Marcos, Tex.

AMOS, DICK
KDRO-TV, Sedalia, Mo.

AMUNDSON, GIL
KMHL, Marshall, Minn.

ANDERS, MARK
Wake Up & Smile
WCVA, Culpeper, Va.

ANDERSEN, GORDON
WKLA, Ludington, Mich.

ANDERSON, AL
WPBC, Minneapolis, Minn.

ANDERSON, DON
Breakfast Frolic
KFH, Wichita, Kans.

ANDERSON, DON
KWRO, Coquille, Oreg.

ANDERSON, GARY
WLAK, Lakeland, Fla.

ANDERSON, JOE L.
KIHN, Hugo, Okla.

ANDERSON, ROBERT E.
KVAL-TV, Eugene, Oreg.

ANDERSON, WARREN
The Plainsman
KFDA-TV, Amarillo, Tex.

ANDRICK, BILL
WPAR, Parkersburg, W. Va.

ANNO, GEORGE
WATV, Ashland, Wis.

ANSBRO, GEORGE
When A Girl Marries
WABC

ANTHONY, GEORGE
WOND, Pleasantville, N. J.

ANTHONY, GEORGE
KXLY, Spokane, Wash.

ANTNOIE, TEX
Weather by Wethbee,
American Inventory
NBC-TV

ANSBRO, GEORGE
WABC, N. Y., N. Y.

APENAS, EMIL
Early Risers
WBTA, Batavia, N. Y.

ARANDA, AL
KCNV, San Marcos, Tex.

ARCHER, BILL
WIRK, W. Palm Beach, Fla.

ARGO, JOHNNY
WQOK, Greenville, S. C.

ARGUEDO, OSCAR
KCOR, San Antonio, Tex.

ARMSTRONG, STU
KEYD-TV, Minneapolis, Minn.

ARNOLD, BILL
WTOD, Toledo, Ohio

ARRINGTON, BILL
WMRB, Greenville, S. C.

ART, BOBBY
WRFW, Eau Claire, Wis.

ASH, KEN
WKOX, Framingham, Mass.

ASHE, DICK
WIPC, Lake Wales, Fla.

ASHLEY, JAMES B.
WGVM, Greenville, Miss.

ASHTON, KEITH
KFBC, Cheyenne, Wyo.

ASKEY, ROBERT
KFOR, Lincoln, Neb.

ATKERSON, WAYNE
Man About Town
WLVA-TV, Lynchburg, Va.

ATRINS, EDDIE
WJEH, Gallipolis, Ohio

ATKINS, TOM
WATE-TV, Knoxville, Tenn.

ATKINS, WILLIAMS
WLAR, Athens, Tenn.

ATKINSON, J. C.
WAUG, Augusta, Ga.

ATKINSON, STAN
Watch the Birdie
KREM-TV, Spokane, Wash.

ATKISSON, PHIL
KASL, New Castle, Wyo.

AUSTIN, BILL
WKIN, Kingsport, Tenn.

AUSTIN, BOB
WCTT, Corbin, Ky.

ATTER, VIRGINIA
Open House
WMBR-TV, Jacksonville, Fla.

AUSTIN, STEVE
KWBY, Colorado Springs, Colo.

AVALON, AL
B. Aug. 10, 1928, Boston, Mass.
WABC-TV

AVERBACH, HY
Tony Martin Show
NBC-TV

AVERY, CHARLES
WLNA, Peekskill, N. Y.

AVERY, MARK
WTVN, Columbus, Ohio

AZAR, RICK
WHLD, Niagara Falls, N. Y.

— B —

BACKS, HENRY
Midday Musicale
WWRL, N. Y., N. Y.

BAGUEZ, SAL
KWKW, Pasadena, Cal.

BAHN, CARL
WCSS, Amsterdam, N. Y.

BAILEY, CARL
Mr. Big
KBIG, Avalon, Cal.

BAILEY, CHARLEY
WJMX, Florence, S. C.

BAILEY, JACK
Queen For A Day
MBS

BAILEY, STEVE
KMPC, Los Angeles, Cal.

BAINTER, BILL
KIT, Yakima, Wash.

BAKER, ART
B. Jan. 7, 1898, New York City;
You Asked For It, ABC-TV; Dinah
Shore Show, NBC-TV

BAKER, BUDDY
KEYS, Corpus Christi, Tex.

BAKER, LARRY
KNTV, San Jose, Cal.

BAKER, SAM
Teen Time
KFST, Ft. Stockton, Tex.

BAKER, WILLIAM C.
WROY, Carmi, Ill.

BAKKE, HAL
KGKO Dallas, Tex.

BALDWIN, MEL
Music 'Till Dawn
KNX, Los Angeles, Cal.

BALL, ACE
KDAV, Lubbock, Tex.

BALL, NOEL
WSIX, Nashville, Tenn.

BALLAS, JIM
KCOW, Alliance, Neb.

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BILL
SILBERT

•
NBC

CI 5-4577

BARBER, DON
Little Rascals
WGBS-TV, Miami, Fla.

BARBER, RED
NBC-TV

BARKER, JIM
WEDO, McKeesport, Pa.

BARKER, ROBERT
Newscasts
KLIZ, Brainerd, Minn.

BARRICK, JOHNNY
WKAY, Glasgow, Ky.

BARRINGTON, WAYNE
KARD-TV, Wichita, Kans.

BARTELL, BOB
KTIM, San Rafael, Cal.

BARTLEY, JIM
WMMN, Fairmont, W. Va.

BARLOW, JOHN C., JR.
KSL, Salt Lake City, Utah

BARLOW, RAY
Turn-Table Time
WADP, Kane, Pa.

BARRY, DONALD J.
WIKE, Newport, Vt.

BARRY, TOM
WOL, Washington, D. C.

BARTLETT, DON
WDOT, Burlington, Vt.

BARTON, BEV
WCMI, Ashland, Ky.

BARTON, HAL
KHQA-TV, Hannibal, Mo.

BARTON, KEARNEY
KTW, Seattle, Wash.

BAUGHMAN, ELMER
WFAA, Dallas, Tex.

BAXTER, GORDON
KPAC, Port Arthur, Tex.

BEAM, BOB
WBTY, Charlotte, N. C.

BEARD, SAM
Time Out
WPTF, Raleigh, N. C.

BEASLEY, VERN
WMIX, Mt. Vernon, Ill.

BEAUCHAMP, DENNIS
Night Ride
WDMJ, Marquette, Mich.

BECK, BILL
KKTU, Colorado Springs, Colo.

BECK, JACKSON
B. July 23, 1912, New York City;
United States Steel Hour, Elgin
Hour, Ken Murray Show, ABC-TV,
CBS-TV; Walter Winchell, ABC

BECKER, SANDY
WABD, N. Y., N. Y.

BECKSTRAND, PAUL
KELO, Sioux Falls, S. D.

BECKTEL, EARL
WMID, Atlantic City, N. J.

BEE, ALON
WLEB, Jackson, Miss.

BEERS, BOBBY
KOSI, Aurora, Colo.

BELKE, ROGER L.
WKLJ, Sparta, Wis.

BELL, ALLEN
KREW, Sunnyside, Wash.

BELL, DON
KRNT, Des Moines, Iowa

BELL, GENE
KYOS, Merced, Cal.

BELL, KENN
KALB, Alexandria, La.

BELL, MONTE
KTEN, Ada, Okla.

BENDER, AUGIE
WJWS, South Hill, Va.

BENDT, JACK
WKLO, Louisville, Ky.

BENNETT, RICK
WFRM, Coudersport, Pa.

BENSON, GORDON
KEEN, San Jose, Cal.

BERG, HERB
WWOK, Charlotte, N. C.

BERGEON, CLARKE
WION, Ionia, Mich.

BERNARD, PAUL
KTBS-TV, Shreveport, La.

BEFANCOURT, MIKE
KCCT, Corpus Christi, Tex.

BEVINS, SOUTH
WBRT, Bardstown, Ky.

BIDDESE, MARIO
WLOA, Pittsburgh, Pa.

BILL, CHUCK
WBKB, Chicago, Ill.

BILLINGSLEY, BILL
WADE, Wadesboro, N. C.

BINET, BILL
KGVO-TV, Missoula, Mont.

BINGE, RALPH
WJBK, Detroit, Mich.

BILDERBACK, LESTER
WINI, Murphysboro, Ill.

BIRD, AL
WJAC, Johnstown, Pa.

BIRD, BUD
KGCX, Sidney, Mont.

BIRDAS, GEORGE
WLNA, Peekskill, N. Y.

BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Tex.

BIRRETT, WILLIAM
WILO, Frankfort, Ind.

BIRRELL, HARRY
WSTV, Steubenville, Ohio

BLACK, JOHN
WTNJ, Trenton, N. J.

BLACKWELL, KEN
WHKP, Henderson, N. C.

BLAINE, GENE
WDUN, Gainesville, Ga.

BLAINE, LEE
WMTS, Murfreesboro, Tenn.

BLAIR, BILL
KGEO-TV, Enid, Okla.



AL AVALON

Announcer-M. C.

FO. 4-4520



MARILYN HARVEY

Announcer-M. C.

FO. 4-4520

BILL LAZAR

RADIO
TELEVISION
FILMS

MUrray Hill 8-6600



**BILL
SHIPLEY**

MU. 8-6600

- BLAIR, RICHARD**
WINI, Murphysboro, Ill.
- BLANCHARD, JIM**
KAPK, Minden, La.
- BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.
- BLANTON, WALLY**
Million Dollar Movie
KFJZ-TV, Ft. Worth, Tex.
- BLESSING, SAM**
KOSI, Aurora, Colo.
- BLOCK, JIM**
KGDM, Stockton, Cal.
- BLOOM, BENNY**
KREI, Framington, Mo.
- BODKIN, LARRY**
WJHP, Jacksonville, Fla.
- BOGDEN, HILARY**
Old Timers Party
WJAS, Pittsburgh, Pa.
- BOLIN, ART**
Party Time
WARM-TV, Scranton, Pa.
- BONDERUD, RICHARD**
KRAI, Craig, Colo.
- BONNEAU, ROBIN**
Hit the Deck
WTSV, Claremont, N. H.
- BOONE, CHARLIE**
KVOR, Colorado Springs, Col.
- BOONE, JACK**
WCJL, Columbia, Miss.
- BORRELL, J. C.**
KMCO, Conroe, Tex.
- BOWAN, GENE**
WKYR, Keyser, W. Va.
- BOWEN, AL**
WADK, Newport, R. I.
- BOWLES, FRAN**
WOAP, Owosso, Mich.
- BOWICK, WILLIAM L.**
WGBA, Columbus, Ga.
- BOWMAN, ROGER**
NBC-TV
- BOWMAN, WILLIAM M.**
WOLC, Columbia, S. C.
- BOWNING, ALAN**
WNAO-TV, Raleigh, N. C.
- BOOTH, JERRY**
WTVP, Decatur, Ill.
- BOUNERBA, DICK**
WNLK, Norwalk, Conn.
- BOYD, FORREST**
Circle 52 Ranch
WSJV, Elkhart, Ind.
- BRACKEN, DENNIS**
WOLF, Syracuse, N. Y.
- BRADFORD, JOHN**
WINS, N. Y., N. Y.
- BRADLEY, BOB**
Musical Sketchbook & Fun Room
WRBL-TV, Columbus, Ga.
- BRADLEY, BOB**
Afternoon Music
WBTA, Batavia, N. Y.
- BRADLEY, LYLE**
WLEE, Richmond, Va.
- BRADY, DICK**
WCBY, Cheboygan, Mich.
- BRADY, ED**
KNBC, San Francisco, Cal.
- BRAAG, NELSON**
Swan Boat
WBZ-TV, Boston, Mass.
- BRANSON, GLASCO**
KMCM, McMinnville, Ore.
- BRAY, BOB**
Club 30
WKNB-TV, New Britain, Conn.
- BRAY, ED**
WKTG, Thomasville, Ga.
- BREECE, CHUCK**
WFBM-TV, Indianapolis, Ind.
- BRELAND, ED**
WAML, Laurel, Mass.
- BRENNAN, DAN**
WVOK, Birmingham, Ala.
- BRENT, BLACKIE**
WILD, Birmingham, Ala.
- BRANDT, DEL**
KLMS, Lincoln, Neb.
- BRANNAN, BOB**
KGDM, Stockton, Cal.
- BRANUM, CHARLES**
WEBQ, Harrisburg, Ill.
- BRELAND, BILL**
WBET, Beaufort, S. C.
- BRENDLER, GENE**
KPTV, Portland, Ore.
- BREWER, DICK**
WLBE, Atlantic City, N. J.
- BREWER, JIM**
KWYO, Sheridan, Wyo.
- BRIEHN, DONALD**
WHSC, Hartsville, S. C.
- BRISCOE, ROY**
WSTV-TV, Steubenville, Ohio
- BROADFOOT, DAN**
KLAS-TV, Las Vegas, Nev.
- BROOKS, DICK**
KRNO, San Bernardino, Cal.
- BROOKS, PHIL**
KMPC, Los Angeles, Cal.
- BRODE, BUDDY**
WNAR, Norristown, Pa.
- BROSCHIE, HANK**
Time Out
WKCT, Bowling Green, Ky.
- BROWN, ART**
WWDC, Washington, D. C.
- BROWN, BOB**
WLBE, DeKalb, Ill.
- BROWN, BURLEIGH**
WWLP, Springfield, Mass.
- BROWN, DICK**
Swing Shift
KBIS, Bakersfield, Cal.



BILL WENDELL

ANNOUNCER
OF

ERNIE KOVACS SHOW
NBC-TV

WIDE WIDE WORLD
NBC-TV

NBC-TV COLOR SPECTACULARS

THE SKY'S THE LIMIT
WRCA-TV

STEP THIS WAY
WRCA-TV

BROWN, DON
Rhythm Ranch
KUBA, Yuba City, Cal

BROWN, BILL
WCRT, Birmingham, Ala

BROWN, SAM
WLBH, Mattoon, Ill

BROWN, TOM
WHK, Cleveland, Ohio

BROWNELLE, BENNE
KVON, Napa, Cal

BROWNING, DOUG
Welch Weather Forecasts,
World & You
WABC

BROWNING, REED
Beat the Record
KABC, Hollywood, Cal

BRUCE, JACK
Musical Clock
WNAX, Yankton, S D

BRIENER, BOB
WKKO, Cocoa, Fla.

BRUNER, MARSHALL
WOML, Owensboro, Ky

BRUNES, LARRY
KTLL, Tillamook, Ore

BRYAN, BILL
KTOK, Oklahoma City,
Okla

BRYANT, GEORGE
Green Thumb
WKRC-TV, Cincinnati, Ohio

BURNE, BOB
KVSM, San Mateo, Cal

BRYNE, PAUL
WJON, St Cloud Minn

BURP, R. C.
WPTW, Piqua, Ohio

BURKHANNON, BILL
Listen Ladies
WRFS, Alexander City, Ala

BUCHANAN, GEORGE
KDON, Salinas, Cal

BUCKLEY, THAD
KAFY, Bakersfield, Cal

BUDD, MILTON
Musical Clock
WMBD, Peoria, Ill

BUFORD, PAT
WNAG, Grenada, Miss

BUMGARDNER, LARRY
WJTC, Gastonia, N C

BURCH, DICK
T-D Party
WPAD, Paducah Ky

BURGE, HARRY
WGBS, Miami, Fla

BURGESS, DICK
WBEM, New Bedford, Mass

BURGESS, FRANK
Turntable Terrace
WHMA, Anniston, Ala

BURGESS, SMOKEY
WPNX, Phenix City, Ala

BURKE, JIM
Musical Varieties
WJPG, Atlantic City, N J

BURKE, SHELDON
WFRV-TV, Green Bay, Wis

BURNEY, JOE
WETO, Gadsden, Ala.

BURRETT, WARNER
KTVK, Phoenix, Ariz

BURROUGHS, LARRY
WDAN-TV, Danville, Ill

BURTONSHAW, BOB
KID, Idaho Falls, Idaho

BURTON, AL
WORZ, Orlando, Fla

BURTON, BOB
KNCS, Hartford, Cal

BURTON, DANIEL
WRPT, Warner Robins, Ga

BURTON, ROBERT
WGGV, Gainesville, Ga

BURWELL, TED
WJYC, Rock Hill, S C

BUTLER, CLIFF
WLOU, Louisville, Ky.

BUTLER, JIM
KNLY, Spokane, Wash.

BUTLER, TONY
WSPN, Saratoga Springs,
N. Y.

— C —

CAHILL, AL
WRI, Plattsburg, N. Y.

CAHILL, JACK
KLN, Oakland, Cal

CADWELL, CLYDE
KPOE, Los Angeles, Cal

CALE, FRED
WKET, Kewanee, Ill.

ALLOWAY, JOE
WKRM, Columbus, Tenn

CAMACHO, CESAR
KCOR, San Antonio, Tex

CAMERON, DAVE
WRGB, Schenectady, N Y

CAMERON, FRANK
WHOU, Hopkinsville, Ky

CAMERON, JOHN
KNOP, Stockton, Cal

CAMPBELL, BOB
WNNC, Newton, N C

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, JACK
WETO, Gadsden, Ala

CAMPBELL, KEITH
WKVA, Lewistown, Pa.

CAMPBELL, REX L
KSL, Salt Lake City, Utah

CANDA, LOU
KITE, San Antonio, Tex.

CANE, LEN
WVAV, Plattsburg, N Y



NELSON CASE

Mgt.: Carl Eastman
270 Park Ave. PLaza 8-1357



BUD COLLYER

CANTER, RUSS
WBNS, Columbus, Ohio

CAPARCO, GIL
WRIB, Providence, R. I.

CARDILE, BILL
WICU-TV, Erie, Pa.

CARDWELL, JACK
WALP, Prichard, Ala.

CARLSON, BOB
KIRX, Kirksville, Mo.

CARLSON, WILL
KELQ, Sioux Falls, S. D.

CARNLEY, FELLIS
WULA, Eufaula, Ala.

CARPENTER, KEN
Lux Video Theatre
NBC-TV

CARR, BOB
WSAZ-TV, Huntington,
W. Va.

CARRELL, RALPH
Windows of the World
KISD, Sioux Falls, S. D.

CARROLL, RAY
Free-Lance

CARRIGAN, SYD
WBRM, Marion, N. C.

CARROLL, DEANE
WXIX, Milwaukee, Wis.

CARROLL, RALPH
WNBZ, Binghamton, N. Y.

CARROLL, VINCE
WBAX, Wilkes-Barre, Pa.

CARSON, TOM
WJW, Cleveland, Ohio

CARTER, BILL
WIRJ, Humboldt, Tenn.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, JAMES
WLOU, Louisville, Ky.

CARTER, JANIS
Feather Your Nest
NBC-TV

CARTER, VAL
WDOT, Burlington, Vt.

CARTER, VIVIAN
WWCA, Gary, Ind.

CARTER, WINFRED
WMPR, High Point, N. C.

CARUSO, CARL A.
B. Jan. 11, 1917; Modern Roman-
ces, Star Stage, NBC-TV; Capt.
Zero, WRCA-TV; Commercials—GE,
Wizard Wick, Nytol; 4 Way Tablets,
Rayco

CARVIN, EDDIE
WMSA, Massena, N. Y.

CARY, EDDIE S.
WKLJ, Sparta, Wis.

CARSTENS, ALLEN J.
KCHA, Charles City, Iowa

CASE, NELSON
Red Buttons Show, P & G Sum-
mer Playhouse, NBC-TV; Road of
Life, CBS, CBS-TV; Omnibus,
CBS-TV; NBC Symphony, Back-
stage Wife, NBC

CASEY, TOM
WBKX, Chicago, Ill.

CASSINI, IGOR
Igor Cassini Show, WABD

CASTON, WILLIE
Daily Spirituals
KANV, Shreveport, La.

CAVIN, ROD
WEOA, Evansville, Ind.

CHANCELLOR, GREGG
KFCXJ, Grand Junction,
Colo.

CHANDLER, JOEL
WCAX, Burlington, Vt.

CHAPEAU, TED
WJHP, Jacksonville, Fla.

CHAPIN, JIM
WHBQ-TV, Memphis, Tenn.

CHARLES, AL
WAYB, Waynesboro, Va.

CHARLES, BRUCE
WHK, Cleveland, Ohio

CHASE, BUD
WCPO-TV, Cincinnati, Ohio

CHASE, EDDIE
WOOD-TV, Grand Rapids,
Mich.

CHATTERTON, LARRY
Here's the Answer
KHJ, Los Angeles, Cal.

CHATTEN, SYD
KFRC, San Francisco, Cal.

CHEDWICK, PORKY
WHOD, Pittsburgh, Pa.

CHENEY, TINKER
WOWL, Florence, Ala.

CHERRY, AL
Music Parade
WMUU, Greenville, S. C.

CHERRY, HUGH
WLW, Cincinnati, Ohio

CHILDS, JACK
WMLL, Lauderdale, Fla.

CHOMEL, FRANCIS
WCNE, Connersville, Ind.

CHRISTIE, PHIL
WNHC, New Haven, Conn.

CHRISTOPHER, JERRY
WJDM-TV, Panama City,
Fla.

CLACY, ROBERT
TV Dance Party
WGR-TV, Buffalo, N. Y.

CLARK, BOB
KOWB, Laramie, Wyo.

CLARK, GIL
WATK, Antigo, Wis.

CLARK, J. E.
WBTT, Charlotte, N. C.

CLARK, JIMMY
WBLT, Dalton, Ga.

CLEFTON, ROD
KHQ-TV, Spokane, Wash.

CLEMENTS, FRANCIS
KLEA, Lovington, N. Mex.



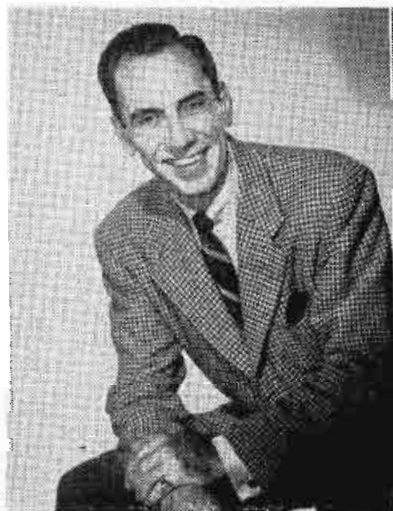
KENNETH BANGHART

NBC — WRCA-TV

RADIO
11 A.M.
6 & 11 P.M.

TELEVISION
6:50 P.M.

CI 7-8300

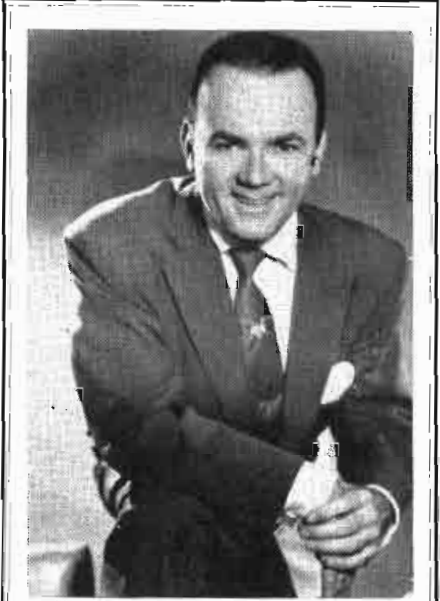


REX MARSHALL

CLEMENTS, JACK
 WUNC, Asheville, N. C.
COCKRELL, CLEM
 WSAC, Radcliff, Ky.
COKE, DAL
 KPBC, Bakerfield, Cal
COKER, DUANE
 Blue & Gold
 KWIL, Albany, Ore
COLE, PETER
 Bandstand Matinee
 WEAT-TV, W. Palm Beach
 Fla.
COLEMAN, CHARLES
 WKNA, Charleston, W. Va.
COLEMAN, DOUGLAS
 W WGP, Sanford, N. C.
COLEMAN, YERNON
 WOCB, W. Yarmouth
 Mass.
COLLIER, ALLEN
 Timekeeper
 KMAN, Manhattan, Kans.
COLLINS, DICK
 WLOIL, Princeton, W. Va.
COLLINS, TOM
 Metro Show
 WFRV-TV, Green Bay, Wis.
COLLINS, WARREN
 KARD-TV, Wichita, Kans.
COLLYER, BUD
 B. New York City, Beat the Clock,
 CBS; Break the Bank, NBC
COLONE, ANN
 WGL, Fort Wayne, Ind.
COLONNA, JERRY
 Super Circus, ABC-TV
COLSON, TOM
 WEAH, Alliance, Ohio
COLVIG, VANCE
 KNXT, Los Angeles, Cal
COMBS, SAM PAUL
 WSSC, Sumter, S. C.

COMER, FRANK
 WLAD, Danbury, Conn.
COMPTON, AL
 WMPD, Wilmington, N. C.
CONY, LARRY
 WWFG, Palm Beach, Fla.
CONLEY, EDWARD
 WHEB, Portsmouth, N. H.
CONTE, JOHN
 Matinee Theatre
 NBC-NBC-TV
COOK, J.
 WMEX, Boston, Mass.
COOK, JACK
 WNGK-TV, Columbia, S. C.
COOK, JOHN
 WPPA, Ft. Payne, Ala.
COOK, LOU
 Make Mine Romance
 KABC, Hollywood, Cal.
COONTZ, EDDIE
 KWTU, Oklahoma City
 Okla.
COOPER, JOE
 KFOP, Lincoln, Neb.
COPELAND, HUGH
 KPLC-TV, Lake Charles,
 La.
COPLI, ERVIN
 WGGH, Marion, Ill.
CORBETT, JOHN
 WBEN-TV, Buffalo, N. Y.
CORBIN, LOU
 WFBR, Baltimore, Md.
CORCORAN, BILL
 Kings Camera
 KING-TV, Seattle, Wash.
CORDELL, DON
 Starlight Theater
 KOOL-TV, Phoenix, Ariz.
CORRICK, BILL
 WRCO, Richland Center,
 Wis.
CORWIN, BARNEY
 KVVG, Tulare, Cal.

COSSITOR, DON
 WTBC, Altoona, Pa.
COURTNEY, DEL
 KPIX, San Francisco, Cal.
COWAN, JIM
 KIDO, Boise, Idaho
COY, JOHNNY
 WIRL, Peoria, Ill.
CRAIG, BILL
 WHAP, Hopewell, Va.
CRAIN, MARYN
 KNBT, Palestine, Tex.
CRANKE, GENE
 Mister & Missus
 WCAP-TV, Philadelphia
 Pa.
CRAWFORD, GEORGE
 WMAL-TV, Washington,
 D. C.
CRAWFORD, JIM
 WFTV, Jackson, Miss.
CRAWFORD, JOHN
 Teen Age Hit Parade
 KTFB, Texarkana, Tex.
CREASY, GENE
 WGH, Norfolk, Va.
CRFED, JAMES
 KOGA, Ogallala, Neb.
CROFFORD, GEORGE
 American Masterpieces
 KPOL, Los Angeles, Cal.
CRISNY, DON
 WBNY, Buffalo, N. Y.
CROISANT, BOB
 KTHM, Eureka, Cal.
CROMWELL, CHARLES
 KGVO-TV, Missoula, Mont.
CRONKRIGHT, JAMES
 WLO, Frankfort, Ind.
CROSSIE, CLIFF
 WPMO, Punxsutawney, Pa.
CROSS, DICK
 KORE, Eugene, Ore.



JOHNNY OLSEN
 CI 7-7517



ART BAKER

CROSS, MILTON J.
Metropolitan Opera,
Boystown Choir
WABC

CROW, TIM
Lucky Keys
WAMS, Wilmington, Del.

CUDARAC, BILL
KTBS, Shreveport, La.

CULBERTSON, WARREN
WFAA-TV, Dallas, Tex.

CULL, DEAN
KAGH, Yuba City, Cal.

CULLEN, BILL
I've Got a Secret, CBS-TV; Stop
the Music, CBS; Road Show, NBC;
It Happens Every Day

COLLINGS, BOB
WINR, Binghamton, N. Y.

CUNNINGHAM, C. F.
KDKD, Clinton, Mo.

CURRY, SKIP
KVEC-TV, San Luis Obispo,
Cal.

CURTIS, JIM
WSBA, York, Pa.

CURTIS, LIL
WBYC, Alma, Mich.

CURTIS, RAY
WHSY, Hattiesburg, Miss.

— D —

DAILEY, TOM
KWK, St. Louis, Mo.

DANIELS, CHRIS
WKY-TV, Oklahoma City,
Okla.

DANIELS, ED
House Party
WALA-TV, Mobile, Ala.

DANIEL, JIM
WHVH, Henderson, N. C.

DANIELS, CHRIS
WKY, Oklahoma City, Okla.

DANIS, LEW
B. Dec. 21, 1915, Italy; Italian
Feature Film Theatre, Music Cor-
ner, WABC; Food For Thought.
WABD; Where Was I Born,
WATV

DARE, ALEX
Take A Dare
WCEC, Rocky Mount, N. C.

DARIEN, FRANK
KSJO, San Jose, Cal.

DARIS, JIM
WEDC, Chicago, Ill.

DAUGHERTY, DOC
Movie Quick Quiz
WNOW-TV, York, Pa.

DAURO, JOE
WBKH, Hattiesburg, Miss.

DAVIS, BILL
WCOH, Newnan, Ga.

DAVIS, GUY R.
WOTR, Corry, Pa.

DAVIS, HY
WAIP, Prichard, Ala.

DAVIS, JACK
KAGR, Yuba City, Cal.

DAVIS, JACK
WKNA, Charleston, W. Va.

DAVIS, JAMES E.
WKPT, Kingsport, Tenn.

DAVIS, LEE
WWCO, Waterbury, Conn.

DAVIS, NORM
KRAI, Craig, Colo.

DAVIDSON, BRYAN
WFIW, Fairfield, Ill.

DAY, DALE
KVFC, Cortez, Colo.

DAY, GEORGE
KERO-TV, Bakersfield, Cal.

DeAQUIRRE, JOHN W.
WHBO, Tampa, Fla.

DEAL, ARCHIE
WHRC, Hickory, N. C.

DEAL, BILL
WCAM, Camden, N. J.

DEAN, WES
Ranger Roundup
KTVE, Longview, Tex.

DEANE, JERRY
KNBL, Waterloo, Iowa

DEBECCO, HENRY
Musical Magic
WJAS, Pittsburgh, Pa.

DECKER, BEN
WWPG, Palm Beach, Fla.

DEDRICK, DICK
College Daze
KFKA, Greeley, Colo.

DEE, MARY
WHOD, Pittsburgh, Pa.

DEGAN, MICHAEL
WJMJ, Philadelphia, Pa.

DEJULIO, AL
WBBW, Youngstown, Ohio

DEKINDER, BEN
KWCO, Chickasha, Okla.

DELAGADO, DON
KDDD, Dumas, Tex.

DELINE, JIM
WSYR-TV, Syracuse, N. Y.

DeMARSE, BILL
WBBF, Rochester, N. Y.

DeMILLE, HAROLD
KGBX, Springfield, Mo.

DEMING, BUD
Music for Ladies
WIBS, Bishop, Cal.

DeMOSS, HUGH
WPCO, Cincinnati, Ohio

DENHAM, DICK
County Calendar
WINX, Rockville, Md.

DENT, AL
KLRA, Little Rock, Ark.

DENT, GARY
WJLS, Beckley, W. Va.



GENE HAMILTON

WRCA

NBC-TV



PHIL TONKEN

ACTOR-ANNOUNCER-M.C.

YOUTH WANTS TO KNOW — TV

THE GREATEST DREAM — TV

FAME — TV

THE BIG PICTURE — TV

TOMORROW'S FRONT PAGE

HEADLINES — TV

ALLAN GRANGER — RADIO PLAYHOUSE

RADIO

REGISTRY MU 8-6600

TV

DEHAEN, BOB
 Good Neighbor Time
 WCCO, Minneapolis-
 St. Paul, Minn.

DERRICK, JOE
 WPLA, Plant City, Fla

DESOTA, DAVE
 KBMI Henderson Nev

DEBEL, BILL
 WLAC, Williamsport, Pa

DICK, BILL
 WIAM, Wilkes-Barre N C

DICK, PAUL
 KJFK, Columbus, Neb

DIALCO, DICK
 WNBC, New Rochelle
 N Y.

DILLARD, JIM
 WLET, Toccoa, Ga.

DIRENZO, NICK
 WMTB, Morrisstown, N J

DISNEY, WALT
 Disneyland Mickey Mouse
 Club
 ABC-TV

DIXON, BOB
 B. Apr 8, 1911, Loretta Young
 Show, NBC-TV, Person-To-Person,
 On Your Account, CBS-TV, Edward
 R. Morrow News, CBS

DOAN, BOB
 KWPC, Muscatine Iowa

DOBBS, JACK
 WZOB, Fort Payne Ala

DODDS, DAR
 WGTO, Haines City, Fla

DODEL, BILL
 Melody Tour
 KRUC, Lowiston, Idaho

DODSON, ROBERT F.
 KURY, Edinburg, Tex

DOOLEY, PETE
 WBHT-TV Evansville Ind

DONALDSON, CHRIS
 WOI-TV, Ames, Iowa

DOTY, BILL
 KITE, San Antonio, Tex

DOTY, DICK
 WHAM, Rochester, N Y

DOUGHERTY, LEO
 KTSB, San Antonio Tex

DOUGLAS, MERLE
 KMA, Shemandoah, Iowa

DOUGLAS, ROD
 KSDN, Aberdeen S D

DOWD, DON
 WABC

DOWNING, CLADE
 WBBB, Appleton Wis

DOYLE, TOM
 WNTM, Vero Beach Fla

DRENNEN, MARIE
 WANE, Ft. Wayne Ind

DRUM, JOHN
 WKNY-TV, Kingston,
 N Y.

DUCRA, DAVE
 WTSK, Knoxville Tenn

DUCOTE, SID
 Musical Nightcap
 KCSB, San Bernardino, Cal

DUECK, FRED, JR.
 Admiral News
 WABC

DUEY, BILL
 WTRN, Tyrone, Pa

DUFFY, JON
 KDYL, Salt Lake City,
 Utah

DUGDALE, CHARLES
 KOLN-TV, Lincoln Neb

DURE, JIM
 Timekeeper
 WKAL, Rome, N Y

DUNAWAY, PAUL
 You Can Win
 WAGA, Montgomery, Ala

DUNDWAY, CHUCK
 WRIT, Milwaukee, Wis

DUNLEAVY, JAMES
 WGLB, Galesburg, Ill.

DUNN, EDDIE
 Wonderful City
 NBC

DUNNING, RED
 KOLN-TV Portland Ore

DURAN, TED
 KBLC, Corona Cal

DUNPHY, DON
 Cavalcade of Sports
 NBC

DURAND, LARRY
 WEDR, Reedsburg, Wis

DYE, BOB
 KWEL, Weiser, Idaho

DYER, BILL
 WKOK, Sunbury, Pa

DAER, JOHN
 Musical Clock
 KSTV, Stephenville, Tex.

DACCS, TOM
 Community Crossroads
 KDCB-TV Lubbock Tex

— E —

EAMES, BILL
 WEOK, Poughkeepsie,
 N Y.


EARLE, GEORGE
 Man on the Street
 KWTO, Springfield Mo

EARLE, ROBERT
 WHCU, Ithaca, N Y

EARLY, BURWOOD
 KUPD, Fort Dodge Iowa

EASON, DICK
 KPRC, Houston, Tex

EATON, PIERRE
 WINN, Rockville, Md



DON MORROW
 Announcer — Narrator — M. C.
 The Sunday News Special with
 Walter Cronkite
 MU 8-6600



RALPH PAUL
 MURRAY HILL 8-6600

ECKERT, ED
The Good Word
WKNY, Kingston, N. Y.

EDLUND, DON
KVOS, Bellingham, Wash.

EDNEY, KERMIT
WHKP, Hendersonville,
N. C.

EDWARDS, ALLYN
Famous Film Festival
ABC-TV

EDWARDS, CHARLIE
WOL, Washington, D. C.

EDWARDS, GLENN
KYUM, Yuma, Ariz.

EDWARDS, JIM
WBBQ, Augusta, Ga.

EDWARDS, JOHNNY
KXYZ, Houston, Tex.

EDWARDS, MACK
WAAM-TV, Baltimore, Md.

EDWARDS, PAUL
WBEC, Pittsfield, Mass.

EDWARDS, RICK
WRRR, Rockford, Ill.

EDWARDS, TOM
WERE, Cleveland, Ohio

ELLIOTT, CHUCK
WMGY, Montgomery, Ala.

ELLIOTT, SAM
Serenade
WPAD, Paducah, Ky.

ELLIOT, WIN
Cavalcade of Sports
NBC

ELLIS, BOB
KOY, Phoenix, Ariz.

ELLIOT, HANK
WORL, Boston, Mass.

ELLIS, LEN
WJOB, Hammond, Ind.

ELMAN, LEE
WNAU, New Albany, Miss.

ELMAN, SAMUEL
Phone Your Answer

WATR-TV, Waterbury,
Conn.

EMMERT, LLOYD
KDRS, Paragould, Ark.

EMERY, BOB
KNCO, Garden City, Kans.

ENGEL, JOHN
WQAM, Miami, Fla.

ENO, JACK
WBBK, Buffalo, N. Y.

ESSIG, VINCE
WTAQ, La Grange, Ill.

EVANS, ED
WHNC, Henderson, N. C.

EVANS, FRANK
KRSN, Los Alamos,
N. Mex.

EVANS, RUSH
KRBC-TV, Abilene, Tex.

EVANS, KANI
Your Better Tomorrow
WABC

FELDMAN, GEORGE
WIKY, Evansville, Ind.

FELLER, SHERM
WVDA, Boston, Mass.

FELLMER, FRANK
WMTK, Morristown, N. J.

FENNEMAN, GEORGE
You Bet Your Life
NBC-TV

FELLOWS, DICK
WPDQ, Jacksonville, Fla.

FERGUSON, ERNIE
KWG, Stockton, Cal.

FERLISI, GARY
KSBW-TV, Salinas, Cal.

FERRIS, DON
WPAW, Portsmouth, Ohio

FERRIS, TOM
Timekeeper
WKXI, Concord, N. H.

FESPERMAN, HOMER
Night Watch
WIS Columbia, S. C.

FIELD, TOM
WNBK, Cleveland, Ohio

FINGER, FRED
WTNJ, Trenton, N. J.

FISHER, DON
KVOL, Lafayette, La.

FISHER, ED
WHIZ-TV, Zanesville, Ohio

FISHER, JACK
KAFY, Bakersfield, Cal.

FISHER, PAUL
WOHI, E. Liverpool, Ohio

FISHER, TOM
KCJB, Minot, N. D.

FITZ, STEPHEN
WSNY, Schenectady, N. Y.

FITZGERALD, PAT
WNDU-TV, South Bend,
Ind.

FLAGG, EVERETT
WDXL, Lexington, Tenn.

— F —

FACEMEYR, ROY
WSNJ, Bridgeton, N. J.

FANNING, BILL
KOMO-TV, Seattle, Wash.

FARR, JIM
KSTV, Stephenville, Tex.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FAULKNER, BILL
WISH, Indianapolis, Ind.

FAULK, LINK
WCKB, Dunn, N. C.

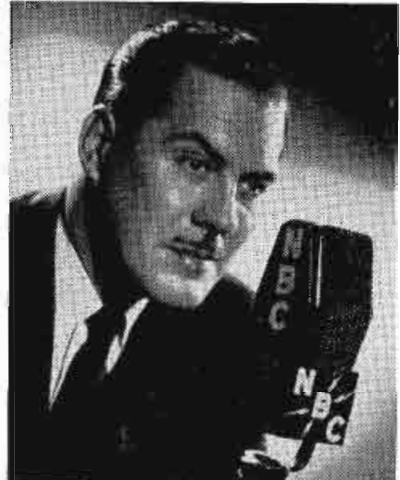
FEGAN, EARNEST
WDOD, Chattanooga, Tenn.

FEIMSTER, H. E.
Musical Coffee Pot
WCGC, Belmont, N. C.



VINCENT A. LINDNER

ANNOUNCER — NEWSCASTER — DISC JOCKEY



BILL GRISKEY

ANNOUNCER-ACTOR

NATIONAL BROADCASTING COMPANY

WNBQ CHICAGO WMAQ

— G —

- FLEET, TOM**
KANN, Sinton, Tex.
- FLEMING, ARNAULD**
WCLT, Newark, Ohio
- FLETCHER, FRED**
WRAL, Raleigh, N. C.
- FLINT, JULIAN**
Easy Listenn
WLAY, Muscle Shoals, Ala.
- FLINT, WALTER**
WGTG, Albany, Ga.
- FOLTZ, BOB**
WAJR, Morgantown,
W. Va.
- FONDA, HENRY**
The Rheingold Theatre
NBC-TV
- FOOTIT, JIM**
WATW, Ashland, Wis.
- FORBES, ALLEN**
WTOM-TV, Lausing, Mich.
- FORBES, JERRY**
WMAS, Springfield, Mass.
- FORD, LARRY**
Night Watch
WHLB, Greensburg, Pa.
- FORGETTE, FRED**
Fearless Follies
KHJ, Los Angeles, Cal.
- FORNERO, GEORGE**
WDAN, Danville, Ill.
- FORREST, JOHN**
KOL, Seattle, Wash.
- FORREST, RAYMOND E.**
B. Jan. 7, 1916; Children's Theatre,
WRCA-TV
- FORSTER, ROBERT**
WSRS, Cleveland, Ohio
- FOSTER, CHUCK**
WKIN, Kingsport, Tenn.
- FOSTER, DON**
KWHF, Cushing, Okla.
- FOSTER, JOHN**
WBAX, Wilkes-Barre, Pa.
- FOWLER, BILL**
WGFC, Albany, Ga.
- FOX, JIM**
Record Rack
KBOR, Brownsville, Tex.
- FOX, JOHNNY**
WKKO, Cocoa, Fla.
- FRANCIS, JOE**
WNHC-TV, New Haven,
Conn.
- FRANK, DEL**
WTVJ, Miami, Fla.
- FRANSEN, TOM**
KRCA, Los Angeles, Cal.
- FRANKLIN, DON**
WHBQ-TV, Memphis, Tenn.
- FRANKLIN, TOM**
KING-TV, Seattle, Wash.
- FRASER, JOHN GORDON**
When A Girl Marries,
Whispering Streets
WABC
- FRAZIEAR, H. D.**
KANV, Shreveport, La.
- FREDLOCK, ARMISTEAD**
WDNE, Eikhs, W. Va.
- FREEMAN, TIP**
KGEK, Sterling, Colo.
- FREEMAN, VERNE**
Mr. Mague
WLBTV, Jackson, Miss.
- FREMUTH, BOB**
KVIC, Victoria, Tex.
- FROST, JAMES**
WPAW, Pawneeet, R. I.
- FROST, STAN**
KFAM, St. Cloud, Minn.
- FULLER, J.**
KSSP, Sulphur Springs,
Tex.
- GAGE, FRED**
WRFD, Worthington, Ohio
- GAINES, JERRIE**
WLAT, Philadelphia, Pa.
- GAILLON, STEVE**
WVCO, Waterbury, Conn.
- GALLUP, FRANK**
Perry Como Show
NBC-TV
- GASSAWAY, TOM**
WRAD, Radford, Va.
- GARCEY, JOSE**
KTXN, Austin, Tex.
- GARDNER, DON**
WABC, N. Y., N. Y.
- GARGANO, BULL**
WHTC, Holland, Mich.
- GARDNER, ARTHUR**
WBZ, Boston, Mass.
- GALER, BRAD**
WPKF, Pikeville, Ky.
- GARTON, RICHARD**
KTOP, Hollywood, Cal.
- GARWOOD, JOHN**
WNRZ, Saranac Lake, N. Y.
- GARA, ANDY**
WIS-TV, Columbia, S. C.
- GASTON, LYLE**
KSWO, Lawton, Okla.
- GASQUE, KENNETH**
WJAV, Mullins, S. C.
- GAYRANOVIC, JOE**
American-Czech Hour
KTRD, Rosenberg, Tex.
- GAY, PAT**
KLZ, Denver, Colo.
- GILBERT, HARRY**
KEGT, Fremont, Neb.
- GILHART, VAL**
KRNO, San Bernardino,
Cal.
- GERMAIN, BOB**
WTKF, Bogalusa, La.
- GENTILE, JOE**
WJBK, Detroit, Mich.
- GERSON, BILL**
WSAC, Radebuff, Ky.
- GIBBONS, JIMMIE**
WLAT, Laurel, Miss.
- GIBSON, DORIS**
WSON, Henderson, Ky.
- GIESA, JAY**
Money Man
KHQ, Spokane, Wash.
- GILBERT, DON**
KMUS, Muskogee, Okla.
- GILLIAM, DICK**
KWBY, Colorado Springs,
Colo.
- GILLES, BUD**
Movies for Mom
- GILMAN, HAL**
WSLB, Ogdenburg, N. Y.
- GILMORE, BOB**
WLWC, Columbus, Ohio
- GILMORE, BRUCE**
WNOP, Newport, Ky.
- GILMORE, TOM J.**
KSWO, Lawton, Okla.
- GISSING, EARL**
WPLY, Plymouth, Wis.
- GLENN, BOB**
WSTV-TV, Stonebenville,
Ohio
- GLENN, TONY**
WUSN-TV, Charleston,
S. C.
- GODNEZ, JOHN**
KEDD, Wichita, Kans.
- GODMAN, CAROLYN**
WMCT, Memphis, Tenn.
- GOLDSMITH, BOB**
House of Wax
KTCB, Malden, Mo.
- GOOD, TOM**
KSDA, Redding, Cal.
- GOODLETTE, DICK**
WNOG, Naples, Fla.
- GOODMAN, EARL**
Clockwatcher
WJOV, Dover, Del.
- GOODMAN, JOHNNY**
KTLT, Houston, Tex.
- GOODWIN, GARRY**
KTOP, Hollywood, Cal.
- GOODMAN, MAX LEE**
WABO, Waynesboro, Miss.
- GOODMAN, LEE**
Ethel & Albert
ABC-TV
- GOODRICH, WARD**
Sunshine Line
WMOP, Ocala, Fla.
- GORDON, JERRY**
Barn Dance
KCSI-TV, Pueblo, Colo.
- GOODWIN, BULL**
It Pays To Be Married
NBC-TV
- GOODWIN, GLENN**
KSO, Des Moines, Iowa
- GOODWIN, JIM**
WBRQ, Harrisburg, Ill.
- GORE, DEL**
KJEO, Fresno, Cal.
- GORE, DEREK**
WKWK, Wheeling, W. Va.
- GOTTHLE, ERNEST**
WTTM, Port Huron, Mich.
- GOUNDER, JACK**
WEEU, Reading, Pa.
- GOYE, ELLIOTT**
WSPR, Syracuse, N. Y.
- GRAD, HENRY**
WPEB, Middletown, Ohio
- GRADY, JOE**
WPHL, Wilmington, Del.
- GRAHAM, CARLOS**
KNTV, San Jose, Cal.
- GRAMMER, JOE**
WKLA, Hartwell, Ga.
- GRANGE, RED**
NCCA Football
NBC-TV
- GRANT, BRUCE**
WGRD, Grand Rapids,
Mich.
- GRANT, JOE**
Chef Lorenzo Show
WAKR-TV, Akron, Ohio
- GRANT, J.**
WMEX, Boston, Mass.
- GRANT, PETER**
WLW, Cincinnati, Ohio
- GRAUER, BEN**
Big Story, Weekday, Where Have
You Been, Monitor, Boston Sym-
phony
NBC-TV, NBC
- GRULICH, BERT**
WVCG, Coral Gables, Fla.
- GRAUSE, GUY**
Time for Adventure
KOMC-TV, Columbia, Mo.
- GRAY, ED**
KMOD, Modesto, Cal.
- GRAYSON, GLENN**
WHLB, Greensburg, Pa.
- GREEN, BILL**
Guest Time
WFDF, Flint, Mich.
- GREEN, GEORGE**
KOOK-TV, Billings, Mont.
- GREEN, LOU**
WSAR, Fall River, Mass.
- GREENE, CARL**
Tot Town
WLOS-TV, Asheville, N. C.
- GREATHOUSE, STAN**
WVLN, Olney, Ill.
- GREGORY, KERMIT**
WAEB, Allentown, Pa.

GREGORY, WILLIAM D.
WERH, Hamilton, Ala.

GREY, TOM
WCPS, Tarboro, N. C.

GRIFFIN, BESSIE
WMRY, New Orleans, La.

GRIFFITH, LES
Aero-Mayflower News, Vita-
min Newscasts, Seeman
Newscasts
WABC

GRIFFIN, ROY
WGBG, Greensboro, N. C.

GRISKEY, BILL
B. July 24, 1916, Keating, Pa.;
Man on the Go, Americana, NBC;
The Bennett's, Mr. Wizard, Eddie
Arnold Show, NBC-TV

GROBE, ALBERT A.
WQXR, N. Y., N. Y.

GROEBBLI, BETTY
KIST, Santa Barbara, Cal.

GROFF, WILL
Around the Town
WNOV-TV, York, Pa.

GROVER, JOHN
KNBC, San Francisco, Cal.

GROVE, MAC
Platter Party
WICA, Ashtabula, Ohio

GRUBBS, JOHN
WKOX, Framingham, Mass.

GUHIN, AL
KCSB, San Bernardino, Cal.

GUNTER, HARDROCK
WWVA, Wheeling, W. Va.

GWYN, C. W.
WLFA, Lafayette, Ga.

GYNAN, EARL
WVDA, Boston, Mass.

— H —

HAAS, TED
KMMJ, Grand Island, Neb.

HACKETT, JIM
Midwest Matinee
WMT-TV, Cedar Rapids,
Iowa

HADAWAY, EARL
Musical Clock
WHBB, Selma, Ala.

HADLEY, MERRITT
KFMB, San Diego, Cal.

HAGEN, HAROLD
Music Room
KTW, Seattle, Wash.

HAGEN, STAN
KVOO, Tulsa, Okla.

HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.

HAINES, WES
KMA, Shenandoah, Iowa

HALE, BOB
WAEB, Allentown, Pa.

HALE, PHIL
What's Your Auswer
WKNB-TV, New Britain,
Conn.

HALE, MILT
KGEM, Boise, Idaho

HALEY, TOM
WNBK, Cleveland, Ohio

HALL, BILL
Coffee Pot Parade
WMPJ, Daytona Beach,
Fla.

HALL, FRED
Sunrise Circus
KVEN, Ventura, Cal.

HALL, HOWARD
WOW, Omaha, Neb.

HALLAMAN, AL
WBVP, Beaver Falls, Pa.

HALLIGAN, JOHN
KCIM, Carroll, Iowa

HALVORSEN, CLAIR
KLIX, Twin Falls, Idaho

HAMILTON, GENE
WRCA, NBC-TV

HAMILTON, JOHN
KSRQ, Santa Rosa, Cal.

HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMMOND, DOC
KMBY, Monterey, Cal.

HAMMONDS, W. C.
Glory Road
WPNX, Phenix City, Ala.

HANCOCK, CHARLES
KDET, Center, Tex.

HANLEY, DON
WMAY, Springfield, Ill.

HANLON, TOM
KNX, Los Angeles, Cal.

HANNA, BILL
Search for Beauty
NBC-TV

HANNON, JACK
WNAX, Yankton, S. D.

HANTEN, JERRY
WKBZ, Muskegon, Mich.

HARBART, JIM
WIMS, Michigan City, Ind.

HARDIN, DOYLE
KRHD, Duncan, Okla.

HARDING, JIM
WAGA, Atlanta, Ga.

HAREN, HERB
Search for Talent
KATV, Pine Bluff, Ark.

HARMON, FRANK
WBAW, Barnwell, S. C.

HARRELL, SYLVIA
Party Line
WBMA, Beaufort, N. C.

HARRICE, CY
B. Mar. 1, 1915, Chicago, Ill.; Big

Story, Cavalcade of America, NBC;
John Daly, Lone Ranger, Silver
Eagle, Danny Thomas Show, ABC;
Brighter Day, CBS

HARRINGTON, HOWARD
KOGA, Ogallala, Neb.

HARRINGTON, JOHN
Showcase
KVI, Seattle, Wash.

HARNISH, BOB
WKAT, Miami Beach, Fla.

HARRIS, BUDDY
KGKO, Dallas, Tex.

HARRIS, LLOYD
WMAZ, Macon, Ga.

HARRIS, WAYNE
Coffee Club
WWIT, Canton, N. C.

HARRISON, ARCH
WFVA, Fredericksburg,
Va.

HARRISON, TOM
KIST, Santa Barbara, Cal.

HARTLEY, JAMES A.
WGGa, Gainesville, Ga.

HARVEY, MARILYN
B. March 19, 1929.
CBS-TV, ABC-TV, NBC-TV

HATCHER, WILSON
WKLO, Louisville, Ky.

HATFIELD, PAUL
WULA, Eufaula, Ala.

HATTENBACH, AL
WB1W, Bedford, Ind.

HATTON, PAUL
KXLF, Butte, Mont.

HAWTHORNE, BEN
WHAY, New Britain, Conn.

HAYES, GEORGE
WABC

HAYES, PHILIP
WDIG, Dothan, Ala.



CARL CARUSO
MU 8-6600

- HAYES, RAY**
WTCN, Fairmont, W. Va.
- HAYES, STAN**
WENY, Elmira, N. Y.
- HAYES, WINSTON**
WGLO, Centerville, Mass.
- HEADRICK, KEN**
KFAB, Omaha, Neb.
- HEALEY, JERRY**
WVCA, Gary, Ind.
- HEARLE, PERCY**
WAGA, Atlanta, Ga.
- HEATER, BOB**
WELT-TV, Evansville, Ind.
- HEATH, JAMES**
WAMI, Opp, Ala.
- HEATHERTON, RAY**
Merry Mainan
WOR-TV, New York, N. Y.
- HEATON, JACK**
WBLL, Dayton, Ga.
- HEERMAN, HANK**
KGSN, Springfield, Mo.
- HEINTZ, STAN**
KILPS, Vancouver, Wash.
- HENDRIX, CLEFT**
Colorado Hayride
KCSJ-TV, Pueblo, Colo.
- HENDRIX, CHARLES**
WDXL, Lexington, Tenn.
- HENRY, DICK**
WOOD, Grand Rapids, Mich.
- HENRY, GUL**
KNX, Los Angeles, Cal.
- HENRY, OLLIE**
KAKE, Wichita, Kans.
- HENSON, DOUGLAS**
WAMJ, Philadelphia, Pa.
- HERLIHY, EDWARD J.**
Childrens Hour, Colgate Comedy Hour, NBC-TV; Universal Newsreel
- HERRING, BILL**
KWTN, Waco, Tex.
- HEKINGTON, GORDON**
WKRZ, Oil City, Pa.
- HEKSON, BILL**
The Timekeeper
WTRT, Bradenton, Fla.
- HESS, BOB**
KATV, Pine Bluff, Ark.
- HESSON, BILL**
Homemakers Music Hall
KOC'S, Ontario, Cal.
- HEWITT, BOB**
WVEC, Charleston, Ill.
- HICKLING, LEE**
WDSN, Oneonta, N. Y.
- HICKMAN, RONNIE LEE**
WNNJ, Newton, N. J.
- HICKMON, RUS**
KBML, Henderson, Nev.
- DICKOK, BILL**
WHS, Bluefield, W. Va.
- DICKS, BOB**
Merry-Go-Round
KLEA, Little Rock, Ark.
- DICKS, FRANK**
WJBL, Rock Island, Ill.
- DICKS, JOHN**
Modern Romances, Studentaker-Packard News, Paquin Weekend News
WABC
- HIDDLESON, LOREN**
WXEN-TV, Petersburg, Va.
- DIBSTAND, JOHN**
Edgar Bergen Hour
CBS
- HIGHAM, LEO**
KID, Idaho Falls, Idaho
- HIGHBAUGH, DAVID B.**
WHR, Danville, Ky.
- HIGGINS, BILL**
KUPD, Fort Dodge, Iowa
- HILKER, BOB**
WCGC, Belmont, N. C.
- HILL, AL**
WRL, Plattsburg, N. Y.
- HILL, BOB**
WGTC, Greenville, N. C.
- HILL, EDDIE**
WRR, Dallas, Tex.
- HILL, JACK**
Happiness Exchange
KNOB-TV, Monroe, La.
- HILL, WALTER**
Records at Random
WJBO, Baton Rouge, La.
- HIRSCH, WOODY**
KBIZ, Ottumwa, Iowa
- HIXSON, GLEN**
WJAG, Norfolk, Neb.
- HOAGE, DAVID**
WVNL, Rochester, N. H.
- HODGSON, JAY**
KTBC-TV, Austin, Tex.
- HOEDOWN, AUSTIN**
KTBC, Austin, Tex.
- HOEMANN, HAROLD, JR.**
KBLA, Columbia, Mo.
- HOFFMAN, BILL**
WKBL, Covington, Tenn.
- HOHL, FRED**
KFDV-TV, Amarillo, Tex.
- HOLBROOK, JOHN**
WXEN-TV, Petersburg, Va.
- HOLDEN, DON**
WIBF, Rock Island, Ill.
- HOLLER, CARL**
Stairway to Stars
WITZ, Jasper, Ind.
- HOLLINGSWORTH, BILL**
Jam Session
WBW, Barnwell, S. C.
- HOLLOWAY, JOE**
WDG, Dothan, Ala.
- HOLMES, ROBERT**
WVLP, Springfield, Mass.
- HOLT, BARBARA JEAN**
Rouper Room
WGNS-TV, Miami, Fla.
- HOLT, DICK**
KNNL, Monterey, Cal.
- HOLT, JEFF**
WSSO, Starkville, Miss.
- HOLTZ, THOMSON**
KFAB, Omaha, Neb.
- HONAKER, RAY**
Coffee Pot
WTON, Staunton, Va.
- HONEYMAN, RUS**
WDXN, Clarksville, Tenn.
- HOOKER, TED**
WGTM, Wilson, N. C.
- HOPKINS, MICHAEL**
CKV, Winnipeg, Man.
- HORSTMAN, BOB**
KFBQ-TV, St. Joseph, Mo.
- HOUSEMAN, HERB**
KLPW, Union, Mo.
- HOWELL, WILLARD**
WLPX, Lafayette, Ga.
- HOYLE, STOVE**
WVBC-TV, Greenville, S. C.
- HOYOS, RUDY, JR.**
KWKW, Pasadena, Cal.
- HUBBARD, HENRY M.**
KVCX-TV, Tucson, Ariz.
- HUBLEY, LES**
Tello Test
WRDO, Augusta, Me.
- HUDDY, BILL**
KEYT, Santa Barbara, Cal.
- HUDSON, FLOYD**
KVMA, Magnolia, Ark.
- HUFF, ARLE**
WSAV, Savannah, Ga.
- HUGH, IVOR**
WCC, Hartford, Conn.
- HUGHES, FRED**
WFME, Pumasutawuey, Pa.
- HULL, WARREN**
Strike It Rich
NBC
- HULSE, EDITH A.**
KGFN, Pierre, S. D.
- HUMPHREY, MAC**
Musical Clock
WTKC, Bogalusa, La.
- HUMBLE, BILL**
WNCI, Greenville, N. C.
- HUNT, J. D.**
WJSC, Hartsville, S. C.
- HUNT, MEL**
WOWL, Florence, Ala.
- HUNT, RAY**
KJEL, Webster City, Iowa
- HUNTER, MARY**
WoWo, Fort Wayne, Ind.
- HUNTER, MARIO**
WAGP, Sanford, N. C.
- HURLBUT, JIM**
Zoo Parade
NBC-TV
- HURST, ED**
WPEH, Wilmington, Del.
- HUTCHINSON, JIM**
WIBQ, Memphis, Tenn.
- HUTTON, JIM**
Captain Sunlite
WEAT-TV, Eau Claire, Wis.
- HYATT, MARIO**
WALD, Auburn, Ala.
- HADEN, BILL**
KVOO, Tulsa, Okla.
- HYE, ROBERT**
WKVA, Lewistown, Pa.

— I —

- HULES FELD, WARREN**
WISR, Butler, Pa.
- IMES, WALLA**
Ladies Matinee
KOOL-TV, Phoenix, Ariz.
- INGEBRIGTSEN, LEN**
KOV, Phoenix, Ariz.
- IVORY, ED**
WGH, Norfolk, Va.

— J —

- JACKSON, BERT**
WKEL, Kewanee, Ill.
- JACKSON, BILL**
KSEM, Moses Lake, Wash.
- JACKSON, LEE**
WVPO, Chattanooga, Tenn.
- JACKSON, MAURICE**
WVRO, Columbus, Ohio.
- JACKSON, TED**
WHAM, Rochester, N. Y.
- JACKSON, W. O.**
WJAM, Marion, Va.
- JACOBS, JOHN**
Mystery Voice
WDLN, Gainesville, Ga.
- JACOBS, JOHNNY**
KNN, Los Angeles, Cal.
- JAEGGER, BILL**
WJWL, Georgetown, Del.
- JAMES, DENNIS**
On Your Account, CBS-TV
- JAMES, HERB**
KCRG-TV, Cedar Rapids, Iowa
- JAMES, GUS**
Hold the Phone
WPNC, Durham, N. C.
- JAMES, HUGH**
Voice of Firestone
ABC-TV
- JAMES, MIKE**
WNAV, Annapolis, Md.
- JAMES, KEN**
WOW, Omaha, Neb.

— K —

JARRETT, SCOTT
WTVD, Durham, N. C.

JARSTAD, JOHN
Let's Go Skiing
KTVW, Tacoma, Wash.

JASS, MEL
WCCO-TV, Minneapolis, Minn.

JAY, JOHN
WHOK, Lancaster, Ohio

JAYSON, DICK
WHLI, Hempstead, N. Y.

JEFFERYS, ALLAN
Super Circus
ABC-TV

JELNICK, DAWSON
KFTM, Ft. Morgan, Colo.

JENNINGS, GEORGE
WJEB, Hagerstown, Md.

JOHNSON, ALLAN
Country Style
KDLI, Detroit Lakes, Minn.

JOHNSON, BERNIE
WTAX, Springfield, Ill.

JOHNSON, BOB
KCNB-TV, Temple-Waco, Tex.

JOHNSON, BOB
WDLB, Marshfield, Wis.

JOHNSON, CHUCK
Words & Music
WKAL, Rome, N. Y.

JOHNSON, DAVE
KBUR, Burlington, Iowa

JOHNSON, DICK
KCIW, Carroll, Iowa

JOHNSON, ELDON
WITY, Danville, Ill.

JOHNSON, JIM
KPQ, Wenatchee, Wash.

JOHNSON, JIM
KCJB, Minot, N. Dak.

JOHNSON, JOE
WPAQ, Mt. Airy, N. C.

JOHNSON, KENNETH
WNNC, Newton, N. C.

JOHNSON, ROBERT
KICK, Springfield, Mo.

JOHNSON, TOM
WHJB, Greensburg, Pa.

JOHNSTON, DOC
WBIR, Knoxville, Tenn.

JONES, ARTHUR
WBET, Brockton, Mass.

JONES, BILL
WKY, Evansville, Ind.

JONES, BILL
WHWL, Nanticoke, Pa.

JONES, BILL
KLZ, Denver, Colo.

JONES, BOB
WIST, Charlotte, N. C.

JONES, BOBBY
WHSY, Hattiesburg, Miss.

JONES, CHARLES
WTOM-TV, Lansing, Mich.

JONES, DALTON
KIHN, Hugo, Okla.

JONES, PAUL
WSAI, Cincinnati, Ohio

JONES, ROBERT
WDCL, Tarpon Springs, Fla.

JONES, ROD
WJNC, Jacksonville, N. C.

JONES, ROYCE A.
WIMO, Winder, Ga.

JORDAN, ED
Topper
ABC-TV

JORDAN, EDMUND
Sonnndmirror
WABC

JOSEPH, BOB
WHOP, Hopkinsville, Ky.

KALIN, JOHN
KROX, Crookston, Minn.

KALLAY, ED
Funny Flickers
WAVE-TV, Louisville, Ky.

KAREL, DICK
Tune Time
WSAU, Wausau, Wis.

KARPSTEIN, CARL
KTIL, Tillamook, Ore.

KARRENBER, BILL
WHBC, Canton, Ohio

KAUFMAN, ED
WBBW, Youngstown, Ohio

KAY, BOB
WAVE, Louisville, Ky.

KAYE, BOB
KBYD, Minneapolis, Minn.

KAYE, RICHARD L.
WCRB, Boston, Mass.

KARNEY, GERRY
Guest House
KMUR-TV, Manchester, N. H.

KEBCH, KELVIN
WABC

KEELER, DANIEL A.
KSL-TV, Salt Lake City, Utah

KELLER, GLEN
KIMO, Longmont, Colo.

KELLEY, ED
KITI, Chehalis-Centralia, Wash.

KELLEY, LUTHER
KBST, Big Spring, Tex.

KELLY, JACK
WRFW, Eau Claire, Wis.

KELLY, PHIL
WKTY, La Crosse, Wis.

KEMP, ED
KALL, Salt Lake City, Utah

KENDRICK, JIM
Easy Listening
KWTO, Springfield, Mo.

KENNEDY, DAVID
KALT, Atlanta, Tex.

KENT, JIMMY
WKRM, Columbus, Tenn.

KENT, HAROLD P.
WDBO-TV, Orlando, Fla.

KERR, BOB
WDAF-TV, Kansas City, Mo.

KERSHAW, ARTHUR
WJAR, Providence, R. I.

KESSLER, JOE
WEW, St. Louis, Mo.

KEYS, MICHAEL
WJNO, W Palm Beach, Fla.

KIBBY, JOHN
Record Room
KPMC, Bakersfield, Cal.

KILGO, JIMMY
WIST, Charlotte, N. C.

KILKENNY, CHARLES
WATG, Ashland, Ohio

KINCAID, FRED
KARE, Atchison, Kans.

KING, PAUL
WVLN, Olney, Ill.

KING, ROLAND
KVTV, Sioux City, Iowa

KING, WALLY
WATR, Waterbury, Conn.

KINGSLEY, PAUL
WABC-TV

KIRBY, GEORGE
KBTM, Jonesboro, Ark.

KIRK, HARRY
KORE, Eugene, Ore.

KIRK, JIM
WMOP, Ocala, Fla.

KLARKE, JOE
WCHO, Washington, Ohio

KLINE, JACK
KAUS, Austin, Minn.

KLYVE, KEN
WCSC-TV, Charleston, S. C.

KNAPP, ROBERT
WXEX-TV, Petersburg, Va.

KNICKERBOCKER, BOB
KLTZ, Glasgow, Mont.

KNIGHT JIM
KLIK, Jefferson City, Mo.

KNIGHT, JIM
WKWK, Wheeling, W. Va.

KNIGHT, RONALD
WPAW, Pawtucket, R. I.

KNOX, KEITH
KCHA, Charles City, Iowa

KOESLING, LARRY
WMAW, Menominee, Mich.

KOLB OSCAR
KTUL, Tulsa, Okla.

KOPP, LEE
KSJO, San Jose, Cal.

KRAHLING, BOB
WHBC, Canton, Ohio

KRAMIEN, STAN
KYAK, Yakima, Wash.

KREHBIEL, MEL
KJSK, Columbus, Neb.

KRESSEL, C.
WVOC, Manitowoc, Wis.

KRIBBS, KEN
WGAP, Maryville, Tenn.

KRUGER, GARY
WMLJ, Jackson, Ohio

KRUGER, OTTO
Lux Video Theatre
NBC-TV

KRUGER, RAY
KCHE, Cherokee, Iowa

KRUPP, ROGER
WISN-TV, Milwaukee, Wis.

KURTZ, BUD
WKOY, Bluefield, W. Va.

KUSHON, FRED
KVEN, Ventura, Cal.

— L —

LaBAR, FRANK
Siesta Time
WBRE, Wilkes-Barre, Pa.

LAFFERTY, JIM
WNCT, Greenville, N. C.

LAFFOON, JIM
KHOZ, Harrison, Ark.

LaFORCE, CHARLES
WISN-TV, Milwaukee, Wis.

LALANNE, JACK
KSAM, Huntsville, Tex.

LaMAR, JACK
WCAM, Camden, N. J.

LaMARCA, JACK
KIBS, Bishop, Cal.

LAMB, ART
WTFG, Washington, D. C.

LAMB, JOHNNY
KXXL, Monterey, Cal.

LAMBERT, KEN
WLDS, Jacksonville, Ill.

LAMONT, ROY
WLEE, Richmond, Va.

LANCASTER, BOYCE
KTVX, Muskogee, Okla.

LANDFIELD, RICHARD
WDZ, Decatur, Ill.

LANDON, PAT
WPTZ, Philadelphia, Pa.

LANE, CHRIS
KOTV, Tulsa, Okla.

LANE, DICK
KBY5, Corpus Christi, Tex.

LANG, MIKE
Party Time
WFAI, Fayetteville, N. C.

LARKIN, JACK
KNOM, Moberly, Mo.

LARKIN, JIM
WJWS, South Hill, Va.

LARSEN, GENE
KWPC, Muscatine, Iowa

LARSON, BEN
KOW, Omaha, Neb.

LASHELA, RICHARD
WLOE, Leaksville, N. C.

LAUNER, ED
KODY, N. Platte, Neb.

LAURIE, BEN ERLE
KEBE, Jacksonville, Tex.

LAUZAR, FRAS
WMMN, Fairmont, W. Va.

LAWRENCE, KEN
WHEM-TV, Bay City, Mich.

LAWRENCE, MORT
The Big Payoff, Strike It Rich, CBS-TV; Keepin' Company With Mort Lawrence, MBS; Feather Your Nest, NBC-TV

LAWRENCE, TED
WABC

LEWSON, FRANK
WJEH, Callipolis, Ohio

LAWSON, KEN
KATV, Sioux City, Iowa

LAWSON, WALT
KDAY, Lubbock, Tex.

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

LAZARONE, HENRY J.
KDBS, Alexandria, La.

LEA, DAVID
WRBI, Columbus, Ga.

LEAHY, ED
KOIN-TV, Portland, Ore.

LEAK, LEON
WKRG, Mobile, Ala.

LEBOLD, BILL
KHIQ-TV, Spokane, Wash.

LE BOW, GUY
WPIX, N. Y. C.

LEDET, LESTER
KPAC, Port Arthur, Tex.

LEE, BILL
WLAJ, Lakeland, Fla.

LEE, BOB
KVVQ, Tulare, Cal.

LEE, JOHNNY
WPTK, Albany, N. Y.

LEE, PATRICK
KCAP, Helena, Mont.

LEE, TOM
KNLL, Missoula, Mont.

LEEFERS, BOB
WMT, Cedar Rapids, Iowa

LEHMAN, ART
Date With Music
WTHH, Terre Haute, Ind.

LEHMAN, CAL
KRTV, Hillsboro, Oreg.

LEMONT, GEORGE
KGO, San Francisco, Cal.

LENZ, JACK
WGGG, Brunswick, Ga.

LEON, JACK
WSWW, Platteville, Wis.

LEONARD, BOB
WRIT, Milwaukee, Wis.

LEPAGE, JEAN C. L.
WMSA, Massena, N. Y.

LESCOUÏE, JACK
The Jackie Gleason Show, CBS-TV; Today, NBC-TV

LESIK, EDWARD M.
Events of the Day
WABC

LETCHER, SKIP
WFCB, Dunduck, N. Y.

LEVENSON, SAM
B. Dec. 28, 1911, New York City; This Is Show Business, Toast of the Town, CBS

LEWIS, JOHN
WCAO, Baltimore, Md.

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

LEWIS, WALTER
WBLI, Hempstead, N. Y.

LEWIS, WILLIAM
Noonday Varieties
KLFM, Minot, N. D.

LIBETTI, GEORGE
WVET, Rochester, N. Y.

LIESER, PATRICIA
KJUN, Redmond, Ore.

LIGHTFOOT, JIM
KBRV, Sherman, Tex.

LILLIGREN, CHUCK
WDLB, Marshfield, Wis.

LULLY, BOB
Good Company
KOA, Denver, Colo.

LINDNER, VINCENT A.
B. Apr. 11, 1920, West New York, N. J.; Jazz 55, Miss America Pageant, Vince Lindner and the News, WMID, Atlantic City

LINDSAY, AIC
KMO, Tacoma, Wash.

LINN, JOHNSA
KGNV-TV, Amarillo, Tex.

LINN, KEN
Open House
WFBN-TV, Indianapolis, Ind.

LITTLE, FRANCIS
WJEL, Hagerstown, Md.

LLOYD, FREDERICK
KOMO-TV, Seattle, Wash.

LOCHNER, ART
WKIK, Leonardtown, Md.

LOCKWOOD, BOB
AWGS, Tifton, Ga.

LOCKWOOD, EDWARD
WPRF, Perry, Fla.

LOGAN, HORACE
Louisiana Hayride
KWKB, Shreveport, La.

LOGAN, JACK
KQV, Pittsburgh, Pa.

LOHMEYER, FRANK
KLPW, Union, Mo.

LOMAX, KEN
KERG, Eugene, Ore.

LOMBARDI, SAMUEL
WMI S, Muskegon, Mich.

LOMBARDO, PETE
K-BUZ, Pomona, Cal.

LOMMEN, GORDON
KLEP, Little Falls, Minn.

LONG, CLANT
WAFD-TV, Wilmington, N. C.

LONGFELLOW, TOM
KARK, Little Rock, Ark.

LONGHORN, JOE
KWSM, San Mateo, Cal.

LONGWORTH, WILLIAM
WGBI-TV, Scranton, Pa.

LOTT, JOHNSIE
WERH, Hamilton, Ala.

LOUDEN, RED
KEED, Springfield, Ore.

LOWE, DON
People in the News, Offbeat
WABC

LOWRY, LEW
KTRN, Houston, Tex.

LOYD, JIM
KLIK, Jefferson City, Mo.

LUCAS, BEN
WRGA, Rome, Ga.

LUCHT, JOHN
WISC, Madison, Wis.

LUDDEN, ALLEN
College Quiz Bowl
NBC

LUECK, KEN
WNDB, Daytona Beach, Fla.

LUNDBOM, DEL
KIDO, Boise, Idaho

LUSK, BERNIE
KROC-TV, Rochester, Minn.

LVMAN, DAVE
WNAH, Nashville, Tenn.

LYNCH, WES
KRTV, Hillsboro, Ore.

LYNN, JACK
WGSN, Huntington, N. Y.

LYNN, MEL
KARK-TV, Little Rock, Ark.

— Mc —

McALISTER, R. B.
KLLI, Lubbock, Tex.

McARTHUR, JACK
Feature Horse Races, News & Weather
WABC, NBC-TV

McARTHUR, JOHN
WLRP, New Albany, Ind.

McAULEY, JOE
Start the Day Right
WHP, Philadelphia, Pa.

McCLOSKEY, BEN
WFAA, Dallas, Tex.

McCOMB, DON
Pt. Wood Show
KTRR, Rolla, Mo.

McCORMACK, JACK
KERO, Bakersfield, Cal.

McCORMICK, BILL
WRED, Worthington, Ohio

McCOY, AL
WILD, Niagara Falls, N. Y.

McCURLEY, DOUGLAS
WGLO, Centerville, Miss.

McDANIEL, DICK
KNIC, Iowa City, Iowa

McDANIEL, WINFORD
KABJ, Alexandria, La.

McEWEN, BOB
Capital Caravan
WTTG, Washington, D. C.

McFEE, LOYD
WEEC, Charleston, Ill.

McGAYICK, JIM
Swing Shift
KLAN, Renton, Wash.

McGEE, RICHARD
Loser
NBC

McGEEHAN, JACK
KEYZ, Williston, N. D.

McGEHEE, GENE
KTCB, Hutchinson, Kans.

McGILL, LAWRENCE
WFTM, Maysville, Ky.

McGONNIS, RAY
WKBL, Covington, Tenn.

McKEE, BOB
WQXI, Atlanta, Ga.

McKEE, GOODSON
WACO, Waco, Tex.

McKEE, ROY
KTUL, Tulsa, Okla.

McKENZIE, ED
WNYZ-TV, Detroit, Mich.

McKINSTRY, TED
KNOC, Chico, Cal.

McTANE, BROADUS
WKTY, Hartwell, Ga.

McLEAN, BILL
KAKE, Wichita, Kans.

McLEAN, DONALD
Morning Serenade
WHDL, Olean, N. Y.

McLEAN, JACK
Top of the Mornin'
WRA, Buffalo, N. Y.

McLELLAND, BUD
KHBH, Monticello, Ark.

McMAHON, ED
WCAU-TV, Philadelphia, Pa.

McMULLEN, DICK
WKRG, Mobile, Ala.

McMURDIE, W. E.
KPSI, Preston, Idaho

McNEILL, JOHN H.
Hits & Encores
KTUC, Tucson, Ariz.

McOSKER, DARRELL
KEDD, Wichita, Kans.

McPHEETERS, BILL
WOOF, Dothan, Ala.

McQUISTON, GIL
KRIZ, Phoenix, Ariz.

McTIGUE, HARRY
WINN, Louisville, Ky.

— M —

MACAULAY, BOB
WMAW, Menominee, Mich.

MACHADO, ART
Western Corral
KAFP, Petaluma, Cal.

MACK, JIMMY
WOOD-TV, Grand Rapids, Mich.

MACK, TOM
KSDN, Aberdeen, S. D.

MACK, WAYNE
WDOK, Cleveland, Ohio

MacKENZIE, KEN
Adventureland
WGAN-TV, Portland, Me.

MADELY, ARTHUR
WONI, Wilmington, N. C.

MAGERA, GEORGE
WJAY, Mullins, S. C.

MAGNUSON, JOHN
WDZ, Decatur, Ill.

MAHAFFEY, BOB
Music Till Midnight
KBNZ, La Junta, Colo.

MAHONEY, EDWARD
Teen Town Hall
WTAX, Springfield, Ill.

MAHONEY, JOHN
WJTN, Jamestown, N. Y.

MAILEY, CHARLES
KFNF, Shenandoah, Iowa

MAITH, LEN
WAML, Laurel, Miss.

MALDEN, KEN
WBMS, Boston, Mass.

MANER, RONALD
WAJF, Decatur, Ala.

MANN, NORMAND
KRIO, McAllen, Tex.

MANDRAKE, CHARLES
WICA, Ashtabula, Ohio

MANNING, MARY
WLAC, Nashville, Tenn.

MANNING, RAY
KTVI, St. Louis, Mo.

MANSURE, JOHN
Mr. Party
WGLV, Easton, Pa.

MARS, LEE
KTBS-TV, Shreveport, La.

MARSHALL, GENE
WGAI, Elizabeth City, N. C.

MARSHALL, REX
B. Jan. 10, 1919, N. J.

MARROW, ROBIN
KJAN, Atlantic, Iowa

MARTIN, BOB
KWTK, Waco, Tex.

MARTIN, CLIF
WMRP, Flint, Mich.

MARTIN, DAVID
KHOZ, Harrison, Ark.

MARTIN, HARRY
KCCC, Sacramento, Cal.

MARTIN, JOE
KERN, Bakersfield, Cal.

MARTIN, JOHN
Breakfast Melody
KLIZ, Brainerd, Minn.

MARTIN, JOHNNY
WINN, Louisville, Ky.

MARTIN, JOHNNY
WHIZ, Zanesville, Ohio

MARTIN, KEN
WLDB, Atlantic City, N. J.

MARTIN, LEWIS
WBT, Charlotte, N. C.

MARVIN, DON
KOTV, Tulsa, Okla.

MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.

MASON, JAMES
Lux Video Theatre
NBC-TV

MASSEY, JON
Around the Town
WWDC, Washington, D. C.

MATHISEN, GEORGE
WMTV, Madison, Wis.

MARZOA, EDWARDS
Walkin' & Whistlin'
WJWL, Georgetown, Del.

MAXWELL, RAY
Star Time
WMAS, Springfield, Mass.

MAY, WALTER
WPKE, Pikeville, Ky.

MAY, FRED
Sweet Music Show
WLOP, Orlando, Fla.

MAYER, JOE
WAKR-TV, Akron, Ohio

MAYERS, RICHARD
WPAG-TV, Ann Arbor, Mich.

MEADE, SHIRLEY
Music You Want
WMTG, Van Cleave, Ky.

MEDIAN, PETE
KCC(T, Corpus Christi, Tex.

MEEHAN, LARRY
WFFC, Panama City, Fla.

MEIER, EVANS
Voice of People
WJAG, Norfolk, Neb.

MELVILLE, ROLLIE
KGGM, Albuquerque, N. Mex.

MENEFEE, BOB
Heading Home
WIP, Philadelphia, Pa.

MERCER, MEL
WSPD, Toledo, Ohio

MERCIER, RAY
Dance Party
WCSH-TV, Portland, Me.

MEREDITH, LEE
KMCO, Conroe, Tex.

MERENS, LYMAN
WRIN, Racine, Wis.

MERLIN, PAUL
WCMW, Canton, Ohio

MERRITT, HERBERT A.
WHAJ, Greenfield, Mass.

MERTZ, BILL
WYKO, Columbus, Ohio

METZGER, DON
Adventure Time
WMBV-TV, Marinette, Wis.

MEUNIER, JOHN
WVPO, Stroudsburg, Pa.

MEYER, JOHN
WEW, St. Louis, Mo.

MIDDLETON, B.
WTPS, New Orleans, La.

MIDDLETON, HARRY
WTVD, Durham, N. C.

MILLER, BRUCE
WBOF, Virginia Beach, Va.

MILLER, HOWARD
WBEM-TV, Chicago, Ill.

MILLER, JIMMIE
WDGK, Jesup, Ga.

MILLER, JOHN
WJFF, Herrin, Ill.

MILLER, JOHNNY
Gospel Sing
WTOB-TV, Winston-Salem, N. C.

MILLER, LES
KTSA, San Antonio, Tex.

MILLER, NOAH
WBIW, Bedford, Ind.

MILLER, RON
Gospel Train
WMLE, Miami, Fla.

MILLER, RON
WKRN, Ugin, Ill.

MILLER, ROBERT
Hob Nob
WSJV, Elkhart, Ind.

MILAM, CHARLES
KYJC, Medford, Ore.

MILLIKEN, MOE
Amateur Talent Show
KHOL-TV, Holdrege, Neb.

MILLS, GENE
WMTM, Moultrie, Ga.

MILLS, LEE
WRAD, Radford, Va.

MISSEY, TOMMY
WMMB, Melbourne, Fla.

MITCHELL, GEORGE
WIBB, Selma, Ala.

MITCHELL, EVERETT
National Farm & Home
Hour
NBC

MITCHELL, ROY
Hospitality House
KCMS-TV, Texarkana, Tex.

MOAN, HAL
KOMO, Seattle, Wash.

MODELAND, VERN
KJFJ, Webster City, Iowa

MOFFETT, RAYMOND R.
WCAO, Baltimore, Md.

MOFFIT, JIM
KREM, Spokane, Wash.

MOHER, BILL
Quickie Quiz
WDAY, Fargo, N. D.

MOLNAR, BILL
WTYN, Tryon, N. C.

MOORE, CARL
WEEL, Boston, Mass.

MOORE, CLAUDE
Just Visitin'
KANA, Anaconda, Mont.

MOORE, DAVE
WCCO-TV, Minneapolis, Minn.

MOORE, GEORGE
KTHS, Little Rock, Ark.

MOORE, HOWARD
WNVA, Norton, Va.

MOORE, SAMMY
WIBB, Carrollton, Ga.

MOORE, TOM
WGTC, Greenville, N. C.

MOORE, TOMMY
WHVH, Henderson, N. C.

MOORE, VERN
KIDO-TV, Boise, Idaho

MORELAND, HARRY
KCRV, Caruthersville, Mo.

MORGAN, DALE
KTVR, Denver, Colo.

MORGAN, HANK
WQOK, Greenville, S. C.

MORGAN, PAUL
KVVG, Tulare, Cal.

MORGAN, SONNY
WRAG, Carrollton, Ala.

MORGAN, WARREN
WLW-D, Dayton, Ohio

MORR, CAROL
WPDR, Portage, Wis.

MORROW, DON
B. Jan. 29, 1917; Guy Lombardo Show, NBC-TV; Sunday News Special, What's My Line. Masquerade Party, CBS-TV; Sammy Kaye Show, ABC-TV; Key Witness, DuMont

MONGOLD, BOB
WISP, Winston, N. C.

MONTGOMERY, DOUG
K-BUZ, Pomona, Cal.

MONTGOMERY, PAUL
WNAO-TV, Raleigh, N. C.

MORRIS, AL
KOAT-TV, Albuquerque, N. Mex.

MORRIS, JACK
KLN, Oakland, Cal.

MORRIS, MONTE
KYJC, Medford, Ore.

MORRIS, VANCE
WORD, Spartanburg, S. C.

MORRISON, GEORGE W.
KPLK, Dallas, Ore.

MORSE, SID
KFMA, Davenport, Iowa

MOSS, DAVE
WIS, Columbia, S. C.

MUELLER, JOHN
WPAY, Portsmouth, Ohio

MULLEN, JAY
WCSC, Charleston, S. C.

MULLINS, JIM
WSTU, Stuart, Fla.

MULLINS, MOON
KEX, Portland, Ore.

MULLINS, REVERDY
KMBC-TV, Kansas City, Mo.

MUNI, SCOTT
WSMB, New Orleans, La.

MURDOCK, JACK
WATG, Ashland, Ohio

MURPHY, ED
WSYR, Syracuse, N. Y.

MURPHY, HAL
WCAW, Charleston, W. Va.

MURPHY, JACK
WCLL, Corning, N. Y.

MURPHY, STANFORD
WRUS, Russellville, Ky.

MURPHY, TOM
WCHS, Charleston, W. Va.

MURPHY, VINCE
WHGB, Harrisburg, Pa.

MURRAY, DEAN
KBOB, Omaha, Neb.

MURRAY, PHIL
Radio Classified
WCSH, Portland, Me.

MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.

— N —

NABORIS, TED
KTHH, Houston, Tex.

NAGLE, JEFF
KMJ, Fresno, Cal.

NAGLESTAD, FRED
WOW, Omaha, Neb.

NAHEY, DON
WLAG, LaGrange, Ga.

NAINRIB, STAN
WKGK, Knoxville, Tenn.

NANKIVAL, WILLIAM
KPTH, Dubuque, Iowa

NARZ, JIM
KPOL, Los Angeles, Cal

NASH, D. A.
KPST, Preston, Idaho

NASH, JAY R.
Minute Man

NIOA, Des Moines, Iowa

NATIONS, WAYNE
KSLM, Sikeston, Mo.

NEAYERTH, DON
WFRM, Coudersport, Pa.

NEHRING, WALLY
WTKL, Indianapolis, Ind.

NEIMAN, JIM
WBKH, Hattiesburg, Miss.

NELSON, BOB
KGVA, Enid, Okla.

NELSON, PAUL
KIOA, Des Moines, Iowa

NELSON, SHIRLEY
KOMB, Cottage Grove, Ore.

NELSON, TOMMY
What's Your Hobby
KHSL-TV, Chico, Cal.

NELSON, WARREN
Musical Clock
WROK, Rockford, Ill.

NEUBERGER, STAN
WBKZ, Monroe, Wis.

NEVINS, ELLIOTT
WKNY, Kingston, N. Y.

NEWHOUSE, HAL
KRMW, The Dalles, Ore.

NEWHOUSE, ROLAND
WELI, Battle Creek, Mich.

NEWMAN, GENE
WEZB, Birmingham, Ala.

NEWSOME, GIL
KWK-TV, St. Louis, Mo.

NEWTON, EARL
WMTM, Moultrie, Ga.

NICHOLS, DAVE
WLW-C, Columbus, Ohio

NICHOLSON, JAMES
WGMW, Meadville, Pa.

NIELSEN, NORMAN
KREI, Framington, Mo.

NIERSBACH, BILL
WKBV, Richmond, Ind.

NIGOCIA, HARRY
WJBW, New Orleans, La.

NILES, CHUCK
WIRK, W. Palm Beach, Fla.

NOEL, SID
WSMB, New Orleans, La.

NOLAN, PHILIP
KSUM, Fairmont, Minn.

NOLAN, TIM
KXVZ, Houston, Tex.

NOLAN, TOM
WGLS, Decatur, Ga.

NORTH, CHARLES C.
WMBM, Miami Beach, Fla.

NORMAN, GENE
KIJ-TV, Los Angeles, Cal.

NORMAN, PHIL
RNX, Los Angeles, Cal.

NORMAN, RUSS
CLUB 1900
KING, Seattle, Wash.

NORTON, DON
KNET, Palestine, Tex.

NUNN, DOUG
WNOP, Newport, Ky.

NYSTROM, WARREN
WRDT, Dinuba, Cal.

— O —

OBERST, NORM
KMED, Medford, Ore.

O'BRIEN, BILL
WCNX, Middletown, Conn.

O'BRIEN, ELLIS
At Home and Away
WCSH, Portland, Me.

O'BRIEN, PAT
Your Nutrilite Radio
Theatre
NBC

O'CONNOR, ROD
Two on the Aisle
KUTV, Salt Lake City, Utah

ODOM, HOMER
K-JOB, Shreveport, La.

O'DONNELL, CHARLES
Caravan of Music
WHAT, Philadelphia, Pa.

OLDAG, BEN
Folka Revue
KRLD, Rosenberg, Tex.

OLIVEIRA, JOHN
Merry-Go-Round
KTKI, Ukiah, Cal.

OLIVER, GREG
WSCR, Scranton, Pa.

OLNEY, DEL
KLU'S, Vancouver, Wash.

OLSEN, JOHNNY
Second Chance
NBC

OLSON, DICK
WIMS, Michigan City, Ind.

OLSON, HARVEY
Shoppers Special
WDR, Hartford, Conn.

O'REILLY, MIKE
WJTV, Jackson, Miss.

OROPEZA, BOB
KBMX, Coalinga, Cal.

ORTIZ, CHARLOS R.
WAPA-TV, San Juan, Puerto Rico

OSBORNE, DONALD
KSTL, St. Louis, Mo.

OSBOURNE, DEANE
WSPD, Toledo, Ohio

O'TOOLE, WILLIAM
Life Is Worth Living
WABC

OVIATE, HERB
WFR, Wisconsin Rapids, Wis.

OWEN, TEX
WTAO-TV, Boston, Mass.

OWENS, JACK
WMAZ-TV, Macon, Ga.

OWENSBY, BILL
WFWO, Laurinburg, N. C.

— P —

PACK, MARSHALL
WSKY, Asheville, N. C.

PADOVANI, GIROGIO
WOV, New York, N. Y.

PALEN, JAMES
WOKZ, Alton, Ill.

PALMER, JAMES
KSLM, Sikeston, Mo.

PALMER, STEVE
Melody Showcase
WHJZ, Zanesville, Ohio

PALMER, TRAVIS
Alarm Clock Club
WSSO, Starkville, Miss.

PALMQUIST, JAMES R.
KLR, Denver, Colo.

PAPPAS, BOB
WTIP, Charlestown, W. Va.

PARK, CHARLES
WJR, Detroit, Mich.

PARKER, BILL
KMMT, Austin, Minn.

PARKER, CLARENCE S.
WNER, Live Oak, Fla.

PARKER, ROYAL
WAAM-TV, Baltimore, Md.

PARKER, TONY
KEYD-TV, Minneapolis, Minn.

PARSONS, BEN
WRBL, Columbus, Ga.

PARSONS, GLENN H.
KBIA, Columbia, Mo.

- PARSONS, WES**
KTEN, Ada, Okla.
- PARROTT, HAYDEN**
KLAK, Lakewood, Colo.
- PATRICK, PAT**
WAOK, Atlanta, Ga.
- PAUL, JIM**
WANA, Anniston, Ala.
- PAUL, RALPH**
B. Oct. 11, 1920, Denver, Colo.;
Strike It Rich, CBS-TV; The Good-
year Playhouse, NBC-TV
- PAVONE, TONY**
WCBH, Hawkinsville, Ga.
- PAYNTER, LARRY**
WPBC, Minneapolis, Minn.
- PEACE, BOB**
Talent Show
WSLM, Salem, Ind.
- PEARSON, AL**
KSRO, Santa Rosa, Cal.
- PECK, GALE**
KERN, Bakersfield, Cal.
- PECK, R. H.**
KVNÜ, Logan, Utah
- PEDERSON, CARROLL**
KSBW, Salinas, Cal.
- PEISS, ED**
KOOK-TV, Billings, Mont.
- PENROSE, BERN**
WSNJ, Bridgeton, N. J.
- PEPPER, LEON**
KBVA, Shamrock, Tex.
- PERKINS, GENE**
Back Fence Theatre
KBOI-TV, Boise, Idaho
- PEROTTO, LARRY**
WMGW, Meadville, Pa.
- PERRY, JOHN**
WEEU, Reading, Pa.
- PETERS, ROBERT F.**
WFAS, White Plains, N. Y.
- PETERS, BOB**
KGVO, Missoula, Mont.
- PETERSON, DAN**
NBC
- PETERSON, DON**
WOL-TV, Ames, Iowa
- PETERSON, RODNEY**
KBOE, Oskaloosa, Iowa
- PETRIE, C. R.**
WHWL, Nanticoke, Pa.
- PHILIPPI, MARY JANE**
KGPH, Flagstaff, Ariz.
- PHILIPS, GENE**
WMAN, Mansfield, Ohio
- PIATT, GENE**
KELO-TV, Sioux Falls,
S. D.
- PICKETT, ROY**
Big Red Jamboree
KTVX, Muskogee, Okla.
- PICKWORTH, AL**
KTHS, Little Rock, Ark.
- PIEL, BUD**
KMUS, Muskogee, Okla.
- PIERCE, BILL**
WEJL, Scranton, Pa.
- PIERCE, F. L.**
WZOB, Fort Payne, Ala.
- PIERCE, JOE**
KVOO-TV, Tulsa, Okla.
- PIERON, HUGH**
WJOR, Hammond, Ind.
- PINKERMAN, GARY**
WCMI, Ashland, Ky.
- PINNER, JOE**
WHIT, New Bern, N. C.
- PINNIX, JIMMIE**
WNAG, Grenada, Miss.
- PINTAR, FRANK**
Tune Test
WKA-F, Miami Beach, Fla.
- PLACE, RANDY**
Fashions at Luncheon
WHEN-TV, Syracuse, N. Y.
- PLATER, BILL**
WSIL-TV, Harrisburg, Ill.
- PLATOU, HAROLD**
KVAL-TV, Eugene, Ore.
- PLATT, JIM**
KBTO, El Dorado, Kans.
- POLITZ, J. C.**
Hit or Miss
WBRZ, Baton Rouge, La.
- POOLE, BOB**
WFBC, Greenville, S. C.
- POOLE, BUCK**
WMRB, Greenville, S. C.
- POPE, BILL**
KXOC, Chico, Cal.
- PORTER, CLELL**
KERO, Bakersfield, Cal.
- PORWANIEKI, LEO**
WLIP, Kenosha, Wis.
- POSEY, ELLIS**
Swap Shop
KDUB-TV, Lubbock, Tex.
- POST, WRAY**
KRLD-TV, Dallas, Tex.
- POTRIE, C. R.**
Leaves of Gold
WISL, Shamokin, Pa.
- POTTS, FRED**
Rockin' Rhythm
WAGR, Lumberton, N. C.
- POWELL, CACTUS JACK**
Bar 15 Ranch
WINT, Waterloo, Ind.
- POWERS, JIMMY**
Cavalcade of Sports
NBC-TV
- PREBLE, FRED**
WTVL, Waterville, Me.
- PRICE, GENE**
KUOD, Denver, Colo.
- PRICE, JAMES**
KOWH, Omaha, Neb.
- PRICE, SAM**
KIUP, Durango, Colo.
- PRIDDY, AL**
KEX, Portland, Ore.
- PRINCE, JIM**
WBRM, Marion, N. C.
- PROCTOR, HARLAN**
WCAO, Baltimore, Md.
- FRUIT, AL**
WAGR, Lumberton, N. C.
- PRYOR, CACTUS**
KTBC-TV, Austin, Tex.
- PUFFER, GEORGE**
WCLL, Corning, N. Y.
- PURCELL, CHARLES W.**
Nocturne
WCAO, Baltimore, Md.
- PURCELL, ED**
KMO, Tacoma, Wash.
- PURNELL, CHARLES**
WILM, Wilmington, Del.
- PUTMAN, DON**
WBPZ, Ponca City, Okla.
- PYATT, AL**
KLUK, Evanston, Wyo.
- PYLE, JACK**
KYW, Philadelphia, Pa.
- R —
- RADER, JOHN**
WFUR, Grand Rapids,
Mich.
- RAIFORD, BOB**
WBTV, Charlotte, N. C.
- RAMOS, RUBEN CORA**
WAPA, San Juan, Puerto
Rico
- RAMSEY, RAY**
KREM, Spokane, Wash.
- RANDALL, DALE**
KROI-TV, Boise, Idaho
- RANSFORD, DALE**
WOKZ, Alton, Ill.
- RATNER, SOL**
WDAR, Savannah, Ga.
- RATTIGAN, JACK**
WGLV, Easton, Pa.
- RAY, CURT**
KMOX, St. Louis, Mo.
- RAY, WENDY**
KERG, Eugene, Ore.
- RAYBURN, GENE**
Sky's the Limit
WRCA-TV, N. Y., N. Y.
- RAYMAND, OLLIE**
KMOX, St. Louis, Mo.
- RAYMER, GEORGE**
WAKR, Akron, Ohio
- RAYMOND, FRANK**
WCYB, Bristol, Va.
- RAYNER, RAY**
WBBM-TV, Chicago, Ill.
- REDD, RAY**
KWBU, Corpus Christi,
Tex.
- REDELLE, TOM**
KADA, Ada, Okla.
- REDDICK, DICK**
WFEG, Altoona, Pa.
- REDUS, JACK**
Silver Dollar
KFKA, Greeley, Colo.
- REED, WILLIAM**
WGTH, Hartford, Conn.
- REESE, BLACKIE**
KWFR, San Angelo, Tex.
- REEVES, DAVID**
WMAZ-TV, Macon, Ga.
- REGAN, LARRY**
WTPS, New Orleans, La.
- REID, DICK**
Lucky 8 Ranch
WCHS-TV, Charleston,
W. Va.
- REIDY, PAUL**
WFIG, Sumter, S. C.
- REIG, HOWARD**
NBC
- REILLY, ED**
WRDB, Reedsburg, Wis.
- REILLY, PHIL**
WLBK, Lebanon, Pa.
- REILLY, SYL**
WGBB, Freeport, L. I.,
N. Y.
- REILLY, TOM**
WGBI-TV, Scranton, Pa.
- REITZ, ROBERT**
WLEC, Sandusky, Ohio
- RENO, WALT**
KRNT-TV, Des Moines,
Iowa
- RENSCH, TY**
KGFY, Pierre, S. D.
- RESARE, BILL**
KJUN, Redmond, Ore.
- REYNOLDS, DICK**
Tops in Pops
WHKK, Akron, Ohio
- REYNOLDS, JOE**
KBST, Big Spring, Tex.
- REYNOLDS, PAUL**
WTVT, Petersburg, Fla.
- REYNOLDS, RUSSELL**
WDYK, Cumberland, Md.
- REYNOLDS, TOMMY**
Party Line
KENS-TV, San Antonio,
Tex.
- RHOADS, DUSTY**
KWIE, Kennewick, Wash.
- RICE, PHIL**
WMYB, Myrtle Beach, S. C.
- RICE, RICHARD**
WTOB, Toledo, Ohio
- RICHARD, ALFRED**
WYIC, Rock Hill, S. C.
- RICHARDS, ALLAN**
Musical Clock
WHAN, Charleston, S. C.
- RICHARDS, DICK**
KENS, San Antonio, Tex.
- RICHARDS, DICK**
WGTH, Hartford, Conn.

RICHARDS, MALCOLM
WTVN, Columbus, Ohio

RICHARDSON, PHIL
WQUN, Du Quoin, Ill.

RICHARDS, STAN
KELP, El Paso, Tex.

RICHARDS, TOMMY
Star Room
KRHD, Duncan, Okla.

RICHIE, BEN
WTCN, Huntington,
W. Va.

RICHMOND, BOB
WRBN, Topeka, Kans.

RICKEY, FRANK
WRBL-TV, Columbus, Ga.

RIDDICK, DAVE
WRAP, Norfolk, Va.

RIDGE, ROY
WRBV, Richmond, Ind.

RIDGEWAY, JIM
KRBC, Abilene, Tex.

RIDNER, JACK
WCTV, Tallahassee, Fla.

RIGGS, DON
WBNS-TV, Columbus, Ohio

RIGGS, GLENN
My True Story
WAUC

RILEY, BILL
KRXT, Des Moines, Iowa

RILEY, CHAD
WDBK, Cumberland, Md.

RIPPEY, RONNEY
WLOB, Leaksville, N. C.

ROBBIE, GORDON
WDSR, Lake City, Fla.

ROBERTS, BRAD
WARE, Ware, Mass.

ROBERTS, DICK
KBIR, Burlington, Iowa

ROBERTS, FORD
WMT, Cedar Rapids, Iowa

ROBERTS, KENNETH
WABD, N. Y. C., N. Y.

ROBERTS, PAUL
WSPB, Sarasota, Fla.

ROBINETT, DON
KWRC, Coquille, Ore.

ROBINSON, DAVID
WMBM, Miami Beach, Fla.

ROBINSON, J. K.
KOTN, Pine Bluff, Ark.

ROBINSON, JIM
KNLL, Missoula, Mont.

ROBINSON, MAX
WJTN, Jamestown, N. Y.

RODGERS, CLIFF
Melody Roundup
WIKK, Akron, Ohio

ROGERS, ARTIE
Morning Glory
KDRS, Paragould, Ark.

ROGERS, DON
WRIB, Providence, R. I.

ROGERS, GEORGE
WMAR-TV, Baltimore, Md.

ROGERS, SMOKEY
WEAW, Evanston, Ill.

ROHS, JIM
KNJB-TV, Valley City,
N. D.

ROLFE, JOE
KBTM, Jonesboro, Ark.

ROLIH, JOHN
KSAN, San Francisco, Cal.

ROMANO, TOM
Breakfast Playhouse
WNCH-TV, New Haven,
Conn.

ROPER, ELMO
Weekend
NBC

ROPER, JOHN P.
WMAN, Mansfield, Ohio

ROSE, DON
WAHR, Miami Beach, Fla.

ROSS, AL
WRG-TV, Washington,
D. C.

ROSS, DON JOHN
Tower Mathine
WMT-TV, Cedar Rapids,
Iowa

ROSS, RON
KSL-TV, Salt Lake City,
Utah

ROULEAU, DICK
KXGL, Fort Madison, Iowa

ROUTH, BILL
WNOK-TV, Columbia, S. C.

ROWE, KEN
WOAI, San Antonio, Tex.

ROWE, PRENTISS
KKTU, Colorado Springs,
Col.

ROWE, RED
KNXF, Los Angeles, Cal.

ROY, MIKE
KRCA, Los Angeles, Cal.

ROYER, VIRGIL
WTVB, Coldwater, Mich.

RUBENSTEIN, EYE
KQTV, Fort Dodge, Iowa

RUDES, JIM
WSPD-TV, Toledo, Ohio

RUGE, GEORGE
KVA, San Francisco, Cal

RUMORE, DURE
WBRC, Birmingham, Ala.

RCNYON, JIM
WLV-D, Dayton, Ohio

RUSHING, JACK
WPLA, Palm City, Fla.

RUSSELL, BARCLAY
WOAI-TV, San Antonio,
Tex.

RUSSELL, CHARLES
KVEC, Cortez, Colo.

RUSSELL, FRAN
Farm & Fun Time
WCYB, Bristol, Va.

RUSSELL, FRANK
KITO, San Bernardino, Cal.

RUSSELL, JOHN
WJB, Detroit, Mich.

RUSSELL, JIM
KCOW, Alliance, Neb.

RUSSELL, ROG
KELO-TV, Sioux Falls,
S. D.

RUSSELL, TOM
WBEI, Boston, Mass.

RUST, PAUL
WITV, Ft. Lauderdale, Fla.

RYALL, DICK
Music for Milady
KEEP, Twin Falls, Idaho

RYAN, THOMAS
WSNV, Schenectady, N. Y.

RYBICKI, RICHARD
WNGW, Saginaw, Mich.

RYLE, GLENN
WKRC-TV, Cincinnati,
Ohio

SANDERS, BOBBIE
Village Jamboree
WAUD, Auburn, Ala.

SANDLER, BERNIE
WEBR, Buffalo, N. Y.

SANDORD, CHARLES
WGAN, Portland, Me.

SANDERS, NICK
KWGO, Chickasha, Okla.

SAUCEMANN, JACK
Boogie & Blues
WRAG, Carrollton, Ala.

SAUNDERS, ERNIE
WUMR-TV, Manchester,
N. H.

SAUNDERS, WREEN
Nite Owl Club
KING, Seattle, Wash.

SAVITZ, BILL
WDSR, Lake City, Fla.

SAYER, LEROY
Housewives Serenade
KOCA, Kilgore, Tex.

SCHAFER, RON
KXOB, Stockton, Cal.

SCHAFER, RON
KBRL, McCook, Neb.

SCHARTER, ALLEN
WCSS, Amsterdam, N. Y.

SCHENCK, BUD
Movie Marshall
WTRF-TV, Wheeling,
W. Va.

SCHERER, JOE
KLZ-TV, Denver, Colo.

SCHOLBE, ROGER
KFXJ-TV, Grand Junction,
Colo.

SCHOOLEY, IVAN
KOA, Denver, Col.

SCHUMACHER, BOB
WBRE-TV, Wilkes-Barre,
Pa.

SCOGIN, JOHN
WPAW, College Station,
Tex.

SCOTT, ALAN
WPTZ, Philadelphia, Pa.

SCOTT, JOE
WBRE-TV, Wilkes-Barre,
Pa.

SCOTT, GEO.
WHN, Gallatin, Tenn.

SCOTT, JACQUE
KBUC, Corona, Cal.

SCOTT, WALLY
WRFX-TV, Rockford, Ill.

SCOTT, WILLARD
Twilight Tunes
WRC, Washington, D. C.

SCYMZAK, ANTHONY
WRIW, Itasca, Wis.

SEAMON, DON
WFYC, Alma, Mich.

SEARS, ZENAS
WAOK, Atlanta, Ga.

SEE, JACK
The World Tonight
WTAP, Parkersburg, W. Va

SEEFICK, ROBERT
WARD, Johnstown, Pa.

SEGAL, STAN
WTBC, Tuscaloosa, Ala.

SEIGEL, DOUG
WJTF, Herrin, Ill.

SELBY, NORM
KROC-TV, Rochester,
Minn.

SESSIONS, CLIFF
WFOR, Hattiesburg, Miss.

SEYMOUR, HOWARD
WGBB, Freeport, L. I.,
N. Y.

SHADDOCK, BOB
WENY, Elmira, N. Y.

SHALLENBERG, DAVE
WARD, Johnstown, Pa.

SHANNON, DON
WBEU, Beaufort, S. C.

— S —

SACHS, BERNIE
WISL, Shamokin, Pa.

SADLER, JOHN
WJAP, Hopewell, Va

SAGGESE, BOB
Music Palace
WBML, Macon, Ga.

SANT, TERRY
WTVT, Petersburg, Fla.

SALES, SOUPY
WNVZ-TV, Detroit, Mich.

SALISBURY, JOHN
KFOR, Portland, Ore.

SAIZER, GERALD
KRIS, Corpus Christi, Tex.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHAUGHNESSY, DICK
WMAV, Springfield, Ill.

SHAW, CHARLES
WOLF, Syracuse, N. Y.

SHAW, JAMES
WFAU, Augusta, Me.

SHEARER, TED
KVIN, Vinita, Okla.

SHEEHAN, MAC
WNOK, Columbia, S. C.

SHELDON, HERB
Herb Sheldon Show, WRCA

SHELLEY, BOB
WFBC, Greenville, S. C.

SHELTON, JIM
Pick-A-Pocket
WIBC, Indianapolis, Ind.

SHEPARD, BOB
Ted Mack
ABC-TV

SHEPARD, DON
WBBQ, Augusta, Ga.

SEPPARD, VERNE
Stars of Tomorrow
KOTA-TV, Rapid City,
S. D.

SHEPPARD, EDWARD
WTAC, Flint, Mich.

SHEPARD, GIL
WCPO, Cincinnati, Ohio

SHERBACH, DICK
Wake Up Smiling
WLAN, Lancaster, Pa.

SHERMAN, VAL
KBTW, Denver, Colo.

SHERIDAN, BILL
WADK, Newport, R. I.

SHERIDAN, JACK
Bandstand
WIRE, Indianapolis, Ind.

SHERMAN, BRAD
WAHR, Miami Beach, Fla.

SHERRY, BOB
KFSD-TV, San Diego, Cal.

SHERWOOD, DON
KGO-TV, San Francisco,
Cal.

SHIELDS, LEO
KNCK, Concordia, Kans.

SHIELDS, TOM
Platter Party
WCPS, Tarboro, N. C.

SHIPLEY, BILL
B. Aug. 1, 1918, Ottawa, Kan.

SHIVELY, PAUL H.
KWRT, Boonville, Mo.

SHOEMAKER, N. L., JR.
WABO, Waynesboro, Miss.

SHORT, FORREST
KMDO, Fort Scott, Kans.

SIEGAL, HAL
WDOD, Chattanooga, Tenn.

SIEVERS, BOB
WOWO, Fort Wayne, Ind.

SILBERT, BILL
B. Jan. 1, Detroit, Mich.; Bill Silbert Show, Saints and Spinners Club, WMGM; Red Buttons Show, NBC-TV; The Bill Silbert Show, NBC

SILER, ROBERT
WFTM, Maysville, Ky.

SILLS, GENE
WEAB, Greer, S. C.

SIMS, BOB
WDCL, Tarpon Springs, Fla.

SINGER, GEORGE
KELP, El Paso, Tex.

SKETCHLEY, R. G.
Mystery at Noon
WCHV, Charlottesville, Va.

SKILTON, DAN
WNAU, New Albany, Miss.

SKINNER, GEORGE D.
B. Feb. 18, 1918, Portland, Ore.; George Skinner Show, WCBSTV

SLATTON, PAT
WJBB, Haleyville, Ala.

SMART, FRED
Western Hoedown
KOCA, Kilgore, Tex.

SMITH, BOB
KNAL, Victoria, Tex.

SMITH, CHARLES
WDEC, Americus, Ga.

SMITH, DELBURT M.
KLII, Denver, Colo.

SMITH, DON
KMED, Medford, Ore.

SMITH, FRANK
KOAM, Pittsburg, Kans.

SMITH, FRED
WGL, Fort Wayne, Ind.

SMITH, GEORGE B.
KPLK, Dallas, Ore.

SMITH, HARRY
WILM, Wilmington, Del.

SMITH, HOWELL
WDKN, Dickson, Tenn.

SMITH, HUGH
KXJK, Forrest City, Ark.

SMITH, LARRY
Adventures With Music
WFTC, Kinston, N. C.

SMITH, LOREN C.
WHA1, Greenfield, Mass.

SMITH, MERRILL
WVNH, Rochester, N. H.

SMITH, SYDNEY
B. Apr. 6, New York City; By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV

SMITH, TED
WGUY, Bangor, Me.

SMITH, WALT
Corky's Club
KBTW, Denver, Colo.

SMITH, WHEELER
KXA, Seattle, Wash.

SMOLKO, ED
WAKR, Akron, Ohio

SNIDER, PAUL
Musical Comedy Theatre
KPOL, Los Angeles, Cal.

SNYDER, BOB
KTUH, Hutchinson, Kans.

SNYDER, JAY
KGO, San Francisco, Cal.

SNYDER, JIM
WAJR, Morgantown, W. Va.

SOLYN, BERN
KBMY, Billings, Mont.

SPAINHOWER, DON
KOVO, Provo, Utah

SPANN, OWEN
WTOB-TV, Winston-Salem,
N. C.

SPARKS, C. M.
WCRS, Greenwood, S. C.

SPARKS, WARREN
KMDO, Fort Scott, Kans.

SPEARS, CHARLIE
WJAN, Spartanburg, S. C.

SPENCER, LESTER
WBNS, Columbus, Ohio

SPENCER, RAYMOND E.
KFXM, San Fernando, Cal.

SPIDAH, VERN
KGFL, Roswell, N. Mex.

SPIEGLE, STAN
KXRO, Aberdeen, Wash.

SPILLERS, BOB
WMAZ, Macon Ga.

SPILLMAN, SANDY
KPIX, San Francisco, Cal.

SPIRO, WALT
WCOV, Montgomery, Ala.

STALLINGS, CURT
KFH, Wichita, Kans.

STANLEY, BILL
Dancing Party
WICH, Norwich, Conn.

STANLEY, JIM
WICH, Norwich, Conn.

STANT, JACK
WDRF, Chester, Pa.

STAPLES, WILLIAM
WVPO, Stroudsburg, Pa.

STARK, RICHARD S.
B. Nov. 17, 1911, Grand Rapids, Mich.; What's My Line?, CBS; Caesar's Hour, NBC; Masquerade Party, Down You Go, ABC

STAVAS, JOE
KODY, N. Platte, Neb.

STEELE, JOHNNY
KOWB, Laramie, Wyo.

STEFFY, WILLIAM
WFAH, Alliance, Ohio

STEGER, CLARENCE
WMFS, Chattanooga, Tenn.

STEIN, LES
WJBW, New Orleans, La.

STEIN, MIKE
WJLS, Beckley, W. Va.

STELLE, TED
WOR-TV, New York, N. Y.

STENGER, PETE
WSAZ, Huntington, W. Va.

STEVENS, JACK
Sunnyside Up
KFMA, Devenport, Iowa

STEWART, BOB
Jamboree
KRIZ, Phoenix, Ariz.

STEWART, JOSEPH
WDAF, Kansas City, Mo.

STEWART, JAY
It Pays To Be Married,
Town Hall
NBC

STIGHT, BOB
KOWH, Omaha, Neb.

STILWELL, JACK
WLS, Chicago, Ill.

STINGLEY, ROY
WHOK, Lancaster, Ohio

STONE, BOB
KPQP, Los Angeles, Cal.

STONE, DEWEY
WDEC, Americus, Ga.

STONER, JAY
News of Our Neighbors
KLPN, Minot, N. D.

STORY, RALPH
KNX, Los Angeles, Cal.

STRACENER, JOHN ROY
WJBO, Baton Rouge, La.

STRECKER, JOHN
KOMU-TV, Columbia, Mo.

STRAND, NORM
WSAV, Savannah, Ga.

STREETER, HOWARD
WFBR, Baltimore, Md.

STREETS, ARMYN
KGEQ-TV, Enid, Okla.

STROPE, ARNIE
WFHR, Wisconsin Rapids,
Wis.

STUCKEY, N. W.
KALT, Atlanta, Tex.

STULLA, BILL
KHJ-TV, Los Angeles, Cal.

STUMP, HUGH
WLOF, Orlando, Fla.

STURM, DEAN
Coffee Time
WSAZ-TV, Huntington,
W. Va.

SULLIVAN, TIM
KGMG, Englewood, Colo.

SUMMERS, JOE
KUOD, Denver, Colo.

SUMERFIELD, JOHN
WORZ, Orlando, Fla.

SUNKEL, CARL
WDAN-TV, Danville, Ill.

SUTTER, DICK
WRMN, Elgin, Ill.

SUTTERFIELD, PHIL
WNOX, Knoxville, Tenn.

SUTTON, HORACE
Where Have You Been
NBC
SWAIN, MACK
WSPB, Sarasota, Fla.
SWART, JACK
WFTL, Landerdale, Fla.

— T —

TAMBLAN, ROBERT S.
WCSC, Charleston, S. C.
TANNER, RAY
WJBB, Haleyville, Ala.
TAYLOR, BILL
WIRC, Hickory, N. C.
TAYLOR, DAVID
WRIC, Richlands, Va.
TAYLOR, DEAN
WBIS, Bristol, Conn.
TAYLOR, DEL
Skyline Studio
WTRF, Wheeling, W. Va.
TAYLOR, GENE
Hoodown Jamboree
KOTA-TV, Rapid City,
S. D.
TAYLOR, KENNETH
WCCG, Coral Gables, Fla.
TEIKEN, JACK
KVQC, Moorhead, Minn.
TERMINÉ, JAMES L.
WUCX, Wilmington, Del.
TERRY, BILL
KLIX-TV, Twin Falls,
Idaho
THOLEN, JOHN
KPIG, Cedar Rapids, Iowa
THOMAS, AUB
KAPP, Petaluma, Cal.
THOMAS, EARL
WWSG, Glen Falls, N. Y.
THOMAS, FRANK
WLCG, Gastonia, N. C.
THOMAS, HAL
KUTI, Yakima, Wash.
THOMAS, JERRY
You Tell Me
WBIZ, Eau Claire, Wis.
THOMAS, JOHN
WBAC, Cleveland, Tenn.
THOMAS, JOHNNY
WAFD-TV, Wilmington,
N. C.
THOMAS, MATT
WMAR-TV, Baltimore, Md.
THOMAS, WAYNE
KTIJ, San Rafael, Cal.
THOMASSON, HOMER
WBYA, Danville, Va.
THOMPSON, CHUCK
Crackpot Jackpot
WALA-TV, Mobile, Ala.
THOMPSON, OLLIE
KWBW, Hutchinson, Kans.
THORGERSEN, ED
Free Lance Radio, Television, Film
& Live
TIBBETS, BOB
KWOS, Jefferson City, Mo.
TIDY, ART
KSBW, Salinas, Cal.
TILFORD, RUSS
WKNX, Saginaw, Mich.
TINGLEY, H. I.
Toast 'n' Tunes
WRRR, Rockford, Ill.
TIPPENS, AL
WDRO-TV, Orlando, Fla.
TIPTON, JOSEPH
WPTS, Pirtston, Pa.
TOBEY, CLIFF
WCAW, Charleston, W. Va.
TOBIN, JOSEPH H.
WENT, Clowersville, N. Y.
TOMLINSON, CLAUDE
WPSK, Knoxville, Tenn.

TOMMERDAHL, GENE
WNVA, Norton, Va.
TOKEN, PHIL
B. Apr. 13, 1919, Hartford, Conn.,
Youth Wants to Know, The Greatest
Drama, Fame, NBC-TV; Tomorrows
Front Page Headlines, Crime Fight-
ers, MBS; Allan Granger—Radio
Playhouse, WOR; The Big Picture
TOOMBS, BOB
WOAT, Owosso, Mich.
TOPINKA, RUDY
Music Spotlight
WSAU, Wausau, Wis.
TOFF, JAMES
KPLC, Lake Charles, La.
TOFFEN, JOHN
WNDU-TV, South Bend,
Ind.
TOWNSEND, DUDLEY
WDBJ, Roanoke, Va.
TOWNSEND, SAM E.
WCNU, Crestview, Fla.
FRANSELL, PHIL
WFRN, W. Frankfort, Ill.
TRAU, ROGER
WHRL, Sheboygan, Wis.
TRUCKEY, HOWARD
KWWL-TV, Waterloo, Iowa
TRIPP, PAUL
WCBS-TV, New York, N. Y.
TROUT, WAYNE
WSBA, York, Pa.
TRUERE, BOB
WCOS, Columbia, S. C.
TRUMBULL, DON
WNBZ, Saranac Lake, N. Y.
TUCKER, JACK
WFVA, Fredericksburg,
Va.
TUCKER, TOMMY
WMBR, Jacksonville, Fla.
TUCWOOD, DON
KTVK, Phoenix, Ariz.
TULIN, NORM
WOKL, Boston, Mass.
TUPPER, HOWARD
WGY, Schenectady, N. Y.
TURNELL, W. R.
KCCC, Sacramento, Cal.
TURNER, JOHN
KVMA, Magnolia, Ark.
TURNER, KENNETH Z.
WCTT, Corbin, Ky.
TURNER, RAY
WHFB, Benton Harbor,
Mich.
TYLER, BILL
WGVN, Greenville, Miss.
TYLER, EUGENE
KFGT, Fremont, Neb.
TYLER, SOAH
WTVJ, Miami, Fla.
TYLER, WAYNE
WLVA-TV, Lynchburg,
Va.
TYSON, DAVEY
WCAE, Pittsburgh, Pa.

— U —

UGLUM, JIM
KGVO, Missoula, Mont.
UHLAND, JAMES
KVOE, Emporia, Kans.
UNDERHILL, GARDNER
KLOU, Lake Charles, La.
UNDERWOOD, JIM
WFAA-TV, Dallas, Tex.
UPCHURCH, VIRGINIA
WSMT, Sparta, Tenn.
URBAN, JOE
WFKZ, Monroe, Wis.
URBAN, JOHN
WWNY, Watertown, N. Y.

— V —

VALENTINO, GENE
WATR, Waterbury, Conn.
VALLÉ, DAN
WEAS, White Plains, N. Y.
VAN, ROGER
WSON, Henderson, Ky.
VANCE, JOHN
WLAU, Laurel, Miss.
VANDERWARD, EL
Recipe for Listening
KVI, Seattle, Wash.
VAN DINE, WAYNE
WABC, Kittanning, Pa.
VANHOOK, LESTLIE
WCOR, Lebanon, Tenn.
VAN PATTEN, GRANT
WRGB, Schenectady, N. Y.
VAN VOORHIS, H. P.
WLEB, Lebanon, Pa.
VENNER, FRANK
WSPD-TV, Toledo, Ohio
VENTRELLA, TONY
WEDC, Chicago, Ill.
VERKLAS, EARL
WSPN, Saratoga Springs,
N. Y.
VERSON, LEE
WPTS, Pirtston, Pa.
VERSON, ROY
KJAY, Topeka, Kans.
VERSON, WES
KBYM, Billings, Mont.
VESTAL, STAN
KNGS, Hanford, Cal.
VEHMAN, ED
Mr. Nobody Show
WCCO, Minneapolis-
St. Paul, Minn.
VILLANEVA, ROBERT
KTXX, Austin, Tex.
VOGT, ROGER
KPIG, Cedar Rapids, Iowa
VOWELL, WAYNE
WJAM, Marion, Ala.
VOORS, JAMES
WANE, Ft. Wayne, Ind.
VOUBURGH, HERMAN
KTAT, Frederick, Okla.

— W —

WACKER, PHIL
KXRO, Aberdeen, Wash.
WADE, OZZIE
WKNE, Keene, N. H.
WADMAN, WILLIAM
WGAX-TV, Portland, Me.
WADSWORTH, MAX
KRAL, Rawlins, Wyo.
WAGNER, GENE
KTAC, Tacoma, Wash.
WAGNER, IRE
Invitation to Entertainment
WWRU, New York, N. Y.
WAGNER, LOUIS
KDHM, Detroit Lakes,
Minn.
WALBS, DALLAS
KNOE-TV, Monroe, La.
WAFFE, DAVE
WFOR, Hattiesburg, Miss.
WALKER, DENNY
WLAJ, Lafayette, Tenn.
WALKER, GLENN
KCHE, Cherokee, Iowa
WALKER, JOHN
WARM, Scranton, Pa.
WALKER, KEITH
KXIC, Iowa City, Iowa
WALKER, V. D.
KRLW, Walnut Ridge, Ark.
WALLINGTON, JIMMY
Nutrilite Show
NBC
WALTERS, DICK
WBBF, Rochester, N. Y.

- WARD, BILL**
WHOW, Clinton, Ill.
- WARD, BUD**
WEWO, Laurinburg, N. C.
- WARD, CARROLL**
WRFS, Alexander City, Ala.
- WARD, ERNIE**
Coffee at the Clinton
WKNY, Kingston, N. Y.
- WASHBURN, BRUCE**
KVOO-TV, Tulsa, Okla.
- WATKINS, LYN**
WTAN, Clearwater, Fla.
- WATSON, BEV**
KTTS-TV, Springfield, Mo.
- WATSON, BOB**
WQXI, Atlanta, Ga.
- WATSON, BOB**
KOAT-TV, Albuquerque, N. Mex.
- WATSON, HOWARD**
KOTN, Pine Bluff, Ark.
- WARNER, BILL**
KFXJ, Grand Junction, Colo.
- WARREN, CHUCK**
KPHO, Phoenix, Ariz.
- WARREN, JAMES**
KXA, Seattle, Wash.
- WARWICK, STAN**
KOMO, Seattle, Wash.
- WEATHERS, BILL**
WMFD, Wilmington, N. C.
- WEAVER, BILL**
KCBS, San Francisco, Cal.
- WEAVER, JACKSON**
WMAL-TV, Washington, D. C.
- WEAVER, JOE**
WTOL, Toledo, Ohio
- WEAVER, ROBYN**
WIRL, Peoria, Ill.
- WEBER, ROGER**
KWVL-TV, Waterloo, Iowa
- WEEKS, DICK**
KTAC, Tacoma, Wash.
- WEHR, JIM**
KCRG-TV, Cedar Rapids, Iowa
- WELBORNE, C. L.**
WGBG, Greensboro, N. C.
- WELLER, ROSS**
WHAM, Rochester, N. Y.
- WELSH, DICK**
WCBY, Cheboygan, Mich.
- WENDELL, BILL**
B. March 22, 1924. Ernie Kovacs Show, Wide World, Color Spectaculars, NBC-TV; The Sky's the Limit, Step This Way, WRCA-TV
- WERY, BOB**
WGTO, Haines City, Fla.
- WEST, DICK**
Record Room
KUTV, Salt Lake City, Utah
- WEST, MELVIN**
Operation Daybreak
WBMA, Beaufort, N. C.
- WESTON, LEE**
KOV, Valley City, N. D.
- WERTZ, RANDY**
WISR, Butler, Pa.
- WHEELER, JACK**
WPDQ, Jacksonville, Fla.
- WHITE, GEORGE**
WCIN, Cincinnati, Ohio
- WHITE, PAUL**
WFPA, Ft. Payne, Ala.
- WHITAKER, GENE**
WNCA, Siler City, N. C.
- WHITE, WAYMAN**
WAUG, Augusta, Ga.
- WHITEHEAD, BRUCE**
KHQA-TV, Hannibal, Mo.
- WHITTED, NORFLEY**
WSRC, Durham, N. C.
- WHORF, MICHAEL**
WOCB, W. Yarmough, Mass.
- WIENER, BOB**
WJRD, Tuscaloosa, Ala.
- WIGGS, BILL**
Songs in Flight
WVOT, Wilson, N. C.
- WILCOX, DICK**
WSAR, Fall River, Mass.
- WILKERSON, WALT**
Musical Matinee
WCVA, Culpeper, Va.
- WILLIAMS, A. C.**
WDIA, Memphis, Tenn.
- WILLIAMS, CAREY**
WHWL, Nanticoke, Pa.
- WILLIAMS, CHARLES E.**
KFNF, Shenandoah, Iowa
- WILLIAMS, DANNY**
WKY-TV, Oklahoma City, Okla.
- WILLIAMS, ED**
WHIT, New Bern, N. C.
- WILSON, ED**
KWK-TV, St. Louis, Mo.
- WILLIAMS, GORDON**
KWYO, Sheridan, Wyo.
- WILLIAMS, JACK**
WGBS, Miami, Fla.
- WILLIAMS, JESS**
KGNC-TV, Amarillo, Tex.
- WILLIAMS, JIM**
WHOW, Clinton, Ill.
- WILLIAMS, LEE**
WIBB, Carrollton, Ga.
- WILLIAMS, NAT D.**
WDIA, Memphis, Tenn.
- WILLIAMS, PAUL**
KOKO, Warrensburg, Mo.
- WILLIAMS, PETE**
WSKY, Asheville, N. C.
- WILLIAMS, WADE**
WBOP, Virginia Beach, Va.
- WILLIS, HUDSON**
WAIN, Columbia, Ky.
- WILLIS, JACK**
KVAR, Mesa, Ariz.
- WILLMAN, JACK**
WMKY, New Orleans, La.
- WILLY, GUY**
WTCS, Fairmont, W. Va.
- WILSON, EARL**
WLBH, Mattoon, Ill.
- WILSON, GEORGE**
KSBV-TV, Sabinas, Cal.
- WILSON, GLENN**
WPAR, Parkersburg, W. Va.
- WILSON, STU**
Are Ye Listenin'
KBIG, Avalon, Cal.
- WILSON, READ**
WNNC, Albemarle, N. C.
- WINGATE, DON**
WAAG, Adel, Ga.
- WINGATE, JOHN**
NBC, NBC-TV
- WINN BERT**
KYA, San Francisco, Cal.
- WINN, BILL**
WESB, Bradford, Pa.
- WINN, DICK**
WBLY, Springfield, Ohio
- WINSET, BOB**
WPRC, Houston, Tex.
- WINTERS, JAMES**
WGAN, Portland, Me.
- WIPPLE, BILL**
KUTI, Yakima, Wash.
- WIRICK, AL**
KVON, Napa, Cal.
- WIZARDE, FRANK**
KMBC-TV, Kansas City, Mo.
- WOEHRMANN, BILL**
WCNB, Connersville, Ind.
- WOLEVER, JACK**
KBLO, Hot Springs, Ark.
- WOLFENDEN, BOB**
Dancing Party
WMEV, Marion, Va.
- WOLF, JOHN ALLEN**
The Good Life
WSFA-TV, Montgomery, Ala.
- WOOD, ERNIE**
KANN, Sinton, Tex.
- WOOD, JOHN**
KPO, Phoenix, Ariz.
- WOOD, TRENT**
WMCT, Memphis, Tenn.
- WOODALL, DOUG**
KORT, Grangeville, Idaho
- WOODS, CHARLES**
It's Your Business, Vitamin Newseasts, People in the News
WABC
- WOODS, JIM**
WGAI, Elizabeth City, N. C.
- WOOLEY, NEAL**
KJEF, Jennings, La.
- WOODWARD, ROSS**
KBOI, Boise, Idaho
- WORRELL, PAT**
KBIS, Bakersfield, Cal.
- WRIGHT, BILL**
WABT, Birmingham, Ala.
- WRIGHT, GEORGE**
WPAI, Fayetteville, N. C.
- WRIGHT, JOHNNY**
WFBC-TV, Greenville, S. C.
- WRIGHT, KATHRYN**
Guest Room
WSFA-TV, Montgomery, Ala.
- WYLER, JIM**
B. July 9, 1922, Lynch, Neb.; Hopalong Cassidy, Gene Autry, Cisco Kid, Tales of the Traveler, WABC-TV
- WYMAN, JANE**
NBC-TV
- WYMER, JACK**
WING, Dayton Ohio

— Y —

- YAGER, DOYLE**
WPEO, Peoria, Ill.
- YEARICK, DAVID**
WMUU, Greenville, S. C.
- YOST, JACK**
WNLK, Norwalk, Conn.
- YOUNG, CHICK**
WTAC, Johnstown, Pa.
- YOUNG, ED**
KPDN, Pampa, Tex.
- YOUNG, O. C.**
WHIS, Bluefield, W. Va.
- YUPTON, DON**
WIS-TV, Columbia, S. C.

— Z —

- ZAK, BILL**
KTRN, Houston, Tex.
- ZACK, ED**
WOC, Davenport, Iowa
- ZIMMERS, DON**
Backyard Theatre
KENS-TV, San Antonio, Tex.
- ZOOK, DICK**
Musical Clock
- KAUS, Austin, Minn.**
- ZURLO, RUDY**
WCKB, Dunn, N. C.



"LISTEN TO LACY"

(Jack Lacy)

WINS — 1010 on your dial

12:00-2:00 PM

4:00-6:30 PM



ART FORD

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Rochester's Top Salesman

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Now—A New Show!

"THE MORT NUSBAUM SHOW"

7-10 A.M. DAILY

WBBF

Rochester, N. Y.

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1955



— A —

ABEL, CHUCK
Tuneville Trolley
KAMD, Camden, Ark.

ABERNETHY, ARCH
WIPC, Lake Wales, Fla.

ABLEMAN, BERWYN
WPDR, Portage, Wis.

ADAMS, CHUCK
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, DEAN
WNBF, Binghamton, N. Y.

ADAMS, JOE
Mayor of Melody
KOWL, Santa Monica, Cal.

ADAMS, WES
WKRT, Cortland, N. Y.

ADELL, RAY
WGSM, Huntington, N. Y.

ADEMY, JOHN
WCAO, Baltimore, Md.

ADKINS, BOB
WTVN, Columbus, Ohio

AGEE, BOB
WBIR, Knoxville, Tenn.

AGEE, JOSEPHINE
WGRC, Louisville, Ky.

AGEE, LES
KRHD, Duncan, Okla.

AGNELLO, JAMES
WEMR, Emporium, Pa.

ALEXANDER, DICK
WICC, Bridgeport, Conn.

ALEXANDER, GRAHAM
KCMG, Palm Springs, Cal.

ALEXANDER, LARRY
KTBB, Tyler, Tex.

ALFORD, DICK
KXLR, No. Little Rock, Ark.

ALLAN, LEE
WARM, Scranton, Pa.

ALLAN, LLOYD
KXLE, Ellensburg, Wash.

ALLARD, JAMES
Gospel Melodies
WABO, Waynesboro, Miss.

ALLEN, AL
KXLR, No. Little Rock, Ark.

ALLEN, BILL
WHTC, Holland, Mich.

ALLEN, BOB
KOXR, Oxnard, Cal.

ALLEN, BOB
WHFB, Benton Harbor, Mich.

ALLEN, BOB
WRDB, Reedsburg, Wis.

ALLEN, CHARLES N.
WHAK, Rogers City, Mich.

ALLEN, DAVE
KAVR, Apple Valley, Cal.

ALLEN, FRANK
WOW, Omaha, Neb.

ALLEN, TOM
WOKZ, Alton, Ill.

ALLEY, GEORGE
Early Bird Show
WIPS, Ticonderoga, N. Y.

ALLISON, LEON
KLAk, Lakewood, Col.

ALLMAN, SHELDON
KVAN, Vancouver, Wash.

AMECHE, JIM
WNJR, Newark, N. J.

ANDERSON, ANDY
KCIM, Carroll, Iowa

ANDERSON, ART
KLOG, Kelso, Wash.

ANDERSON, BOB
KWIE, Kennewick, Wash.

ANDERSON, BILL
KWDM, Des Moines, Iowa

ANDERSON, DICK
KOXR, Oxnard, Cal.

ANDREWS, HAL
Early Bird
WRUM, Rumford, Me.

ANDREE, JAN
WPIT, Pittsburgh, Pa.

ANDERSON, JOE
WQUA, Moline, Ill.

ANDREWS, JOHNNY
Easy Does It
WTAM, Cleveland, Ohio

ANDREWS, NICK
WNRC, New Rochelle, N. Y.

ANDREWS, PERRY
KYW, Philadelphia, Pa.

ANNE, LILLIE
WIRC, Hickory, N. C.

ANNO, BUD
WATW, Ashland, Wis.

ANTHONY, CARMINE
WOC, Davenport, Iowa

ARANZAMENDI, FRANCISCO
WAPA, San Juan, Puerto Rico

ARBuckle, BRYANT
KRIO, McAllen, Tex.

ARCHER, GENE
WRC, Washington, D. C.

ARGO, JOHNNY
WVOK, Charlotte, N. C.

ARMITAGE, DAVE
Take It Easy Time
KFOX, Long Beach, Cal.

ARMSTRONG, BILL
Cotton Club
WMDC, Hazlehurst, Miss.

ARMSTRONG, HAROLD
KSIW, Woodward, Okla.

ARMSTRONG, TIM
KXOC, Chico, Cal.

ARNETT, V.
Relax With Music
WMOF, Ocala, Fla.

ARNOLD, TED
WNEX, Macon, Ga.

ARTHUR, FRED
KVOC, Casper, Wyo.

ARTMAN, PAUL
Big Jamboree
WNLA, Indianola, Miss.

ASKINS, KNOX
KWHI, Brenham, Tex.

ASHLEY, BARBEE
WGVN, Greenville, Miss.

AULIS, JACK
WGAJ, Elizabeth City, N. C.

AUSLEY, WALLY
WPNB, Durham, N. C.

AUSTIN, DON
WSIV, Pekin, Ill.

AVERY, JIM
KCLX, Colfax, Wash.

AVIKAINEN, RUSS
WELY, Ely, Minn.

AYDELOTTE, BILL
WWIT, Canton, N. C.

— B —

BAHNSEN, LINDEN D.
WPLX, Dales, Ore.

BAILEY, BILL
WTAC, Flint, Mich.

BAILEY, RUSS
WNAX, Yankton, S. D.

BAKER, ALLAN
WNOK, Columbia, S. C.

BAKER, ARMAND
KNAL, Victoria, Tex.

BAKER, BILL
Burnt Toast & Coffee
WIOU, Kokomo, Ind.

BAKER, DICK
WFIN, St. Petersburg, Fla.

BAKER, HAROLD L.
WTRB, Ripley, Tenn.

BAKER, RON
WHLM, Bloomsburg, Pa.

BALDWIN, BUD
WING, Dayton, Ohio

BALLARD, ROBERT L.
WOOW, New Bern, N. C.

BANKS, BOB
WCEH, Hawkinsville, Ga.

BANKS, DAVE
WLOX, Biloxi, Miss.

BARATH, RAY
The Grab Bag
WAIM, Anderson, S. C.

BARBER, BILL
WOOD, Grand Rapids, Mich.

BARBOUR, HERSHELL
WTYC, Rock Hill, S. C.

BARILE, LOU
Hall Of Records
WKAL, Rome, N. Y.

BARKEE, TED
WJOY, Burlington, Vt.

BARKLEY, JIM
KSUM, Fairmont, Minn.

BARNES, LEON
WGEA, Geneva, Ala.

BARNES, MILTON
WOKJ, Jackson, Miss.

BARNETT, CLAUD
KGKL, San Angelo, Tex.

BARRY, GENE
WING, Dayton, Ohio

BARRY, LES
KIMN, Denver, Col.

BARTON, KELLY
KFBK, Sacramento, Cal.

BARRET, DICK
WTVB, Coldwater, Mich.

BASNIK, BOB
WELY, Ely, Minn.

BASSETT, BOB
WPEP, Taunton, Mass.

BASSETT, JOHN
WNEB, Worcester, Mass.

BATCHELLOR, BOB
Magic Carpet
WCNS, Middletown, Conn.

BAUMNA, GEORGE
WBMD, Baltimore, Md.

BAXTER, WENDELL
WGRE, Cheraw, S. C.

BEAUMONT, JOE
WWSG, Tifton, Ga.

BECK, FRED
KABC, Hollywood, Cal.

BEECHER, FRANK
WKLO, Louisville, Ky.

BEERS, BETTY
WEAB, Greer, S. C.

BEKAS, TONY
WNAR, Norristown, Pa.

BELK, BILL
WTYC, Rock Hill, S. C.

BELKE, ROGER L.
WKLJ, Sparta, Wis.

BELL, BERT
KLGW, Logan, Utah

BELL, ED
WIVY, Jacksonville, Fla.

BELL, NICK
Hillbilly Hit Parade
WGUY, Bangor, Me.

BELL, VIC
WWOL, Buffalo, N. Y.

BENNETT, FRED
WPEN, Philadelphia, Pa.

BENNETT, JOHN L.
WNNJ, Newton, N. J.

BENOIST, BILL
WBSC, Bennettsville, S. C.

BENSON, AL
 WGES, Chicago, Ill.
BENTL, CHARLIE
 WCMS, Norfolk, Va.
BERGEON, CLARKE
 WION, Ionia, Mich.
BERGQUIST, DEWEY
 WDAY, Fargo, N. D.
BERLIN, PAUL
 Dinner Date
 KNUZ, Houston, Tex.
BERRILL, LARRY
 KBIG, Avalon, Cal.
BERNARD, LEO
 KCKY, Collidge, Ariz.
BERRY, BILL
 KWCO, Chickasha, Okla.
BERRY, DICK
 WFIW, Fairfield, Ill.
BERRY, FRANK
 KSIW, Woodward, Okla.
BERRY, SPIKE
 Juke Box Time
 KEYJ, Jamestown, N. D.
BETHELL, DAN
 WSLB, Ogdenburg, N. Y.
BICKNELL, HALE
 KMUS, Muskogee, Okla.
BISH, DON
 KBOI, Boise, Idaho
BISHOP, HOLLY
 KWIE, Kennewick, Wash.
BISHOP, JACK
 WLBG, Laurens, S. C.
BISHOP, TED
 Saturday Date
 KFJB, Marshalltown, Iowa
BLACK, DAVE
 Turn Table Two
 WTPR, Paris, Tenn.
BLACK, ALAN
 WPTT, Pittsburgh, Pa.
BLACKWELL, NOBLE
 WFEC, Miami, Fla.
BLAKE, AUIX
 Star Dreams
 WABY, Albany, N. Y.
BLANCHARD, RED
 WLS, Chicago, Ill.

BLOCK, MARTIN

Make Believe Ball Room
 WABC, New York, N. Y.
BLOOM, LYNN
 WKVA, Lewistown, Pa.
BOAL, ALAN
 WBVP, Beaver Falls, Pa.
BOLGER, JOHN
 WMSA, Massena, N. Y.
BOLDT, VIC
 KVIC, Victoria, Tex.
BOLEMAN, VIC
 WLIB, New York, N. Y.
BONAPART, ALAN
 WIBX, Utica, N. Y.
BONNELL, GEORGE
 Kitchen Club
 WJBO, Baton Rouge, La.
BONNER, ED
 KXOK, St. Louis, Mo.
BONNETTE, JIM
 WFEA, Manchester, N. H.
BOOTS, DON
 KFH, Wichita, Kan.
BORDELON, WILLIE
 KAPB, Marksville, La.
BOS, JUNE
 WFUR, Grand Rapids, Mich.
BOSSE, BILL
 KWHI, Brenham, Tex.
BOULT, JIM
 WKOY, Bluefield, W. Va.
BOWMAN, JOE
 WIRO, Ironton, Ohio
BOYD, CHARLES
 WFTM, Maysville, Ky.
BOYLE, ED
 Wax Works
 KFBK, Sacramento, Cal.
BRACH, HENRY
 WBNY, Buffalo, N. Y.
BRADFORD, BOB
 WGAU, Athens, Ga.

BRADLEY, DICK
 WLAM, Lewiston, Me.
BRADLEY, SLIM
 KGVO, Missoula, Mont.
BRANCH, GEORGE
 WELC, Welch, W. Va.
BRANT, BILL
 WJAS, Pittsburgh, Pa.
BRAUN, BOB
 WCPO, Cincinnati, Ohio
BRAUN, RICHARD
 WWNK, Beckley, W. Va.
BREECE, CHUCK
 WFBM, Indianapolis, Ind.
BRETZ, WOODY
 Rhythm In Blues
 KWIL, Albany, Ore.
BRIAN, JEFF
 KCAP, Helena, Mont.
BRINGIER, ERNEST
 WMRY, New Orleans, La.
BRISCOE, WALLY
 KCLA, Pine Bluff, Ark.
BRITTON, BILL
 WEAT-TV, W. Palm Beach, Fla.
BROCK, RAY
 WHBY, Appleton, Wis.
BROADSTONE, DON
 Mailbag
 WJAG, Norfolk, Neb.
BROOKS, AL
 WIBC, Indianapolis, Ind.
BROOKS, FRED
 WTJS, Jackson, Tenn.
BROOKS, GEORGE
 WOWL, Florence, Ala.
BROOKS, JACK
 WCCC, Hartford, Conn.
BROOKS, NORMAN
 Open House
 WMFJ, Daytona Beach, Fla.
BROOKE, GLENN
 KIMA, Yakima, Wash.
BROUGHEY, ED
 WAAB, Worcester, Mass.
BROWN, A. B.
 WGWR, Ashboro, N. C.
BROWN, BILL
 WNEB, Worcester, Mass.
BROWN, BILL
 WJAG, Johnstown, Pa.
BROWN, BOB
 KATY, San Luis Obispo, Cal.
BROWN, DAVE
 WARN, Ft. Pierce, Fla.
BROWN, JERRY
 WGRC, Louisville, Ky.
BROWN, PAT
 KAPK, Minden, La.
BROWN, PAUL
 KOLO, Reno, Nev.
BROWN, PAUL
 WMGW, Meadville, Pa.
BROWN, PERRY J.
 WTAO, Boston, Mass.
BROWN, RON
 KGAL, Lebanon, Ore.
BROWN, TED
 WMGM, New York, N. Y.
BROWN, VIRGE
 WFAK, Farrell, Pa.
BROWNING, BILL
 Music Box
 KFMB, San Diego, Cal.
BRYAN, CHARLIE
 WWPC, Palm Beach, Fla.
BRYANT, JAY
 KOCA, Kilgore, Tex.
BRYAR, BOB
 Open House
 WORC, Worcester, Mass.
BRUCE, AL
 WLBR, Lebanon, Pa.
BRUCE, CHARLES
 WIPC, Lake Wales, Fla.
BRUCE, MASON
 KVIH, Pauls Valley, Okla.
BRUMBAUGH, DICK
 The Party Line
 WDYK, Cumberland, Md.
BRUNS, JIM
 KWOS, Jefferson City, Mo.

BRUSH, JACK
 KNOX, Grand Forks, N. D.
BUECHE, DON
 KCOL, Ft. Collins, Colo.
BUECHLER, JACK
 WKOW, Madison, Wis.
BUECKMAN, GENE
 WMMB, Melbourne, Fla.
BUFFAY, JERRY
 Music In The Night
 WCVA, Culpeper, Va.
BUNN, BILL
 WGTM, Wilson, N. C.
BURNS, AL
 WMEX, Boston, Mass.
BURNS, JACK
 All Night
 KTUC, Tucson, Ariz.
BURNEY, JOE
 WPID, Piedmont, Ala.
BURNS, WALT
 KFAL, Fulton, Mo.
BURKE, SPIDER
 KXLW, St. Louis, Mo.
BURROUGHS, LARRY
 W DAN, Danville, Ill.
BURT, ROBERT
 KLEA, Lovington, N. Mex.
BUTLER, DON
 WEAS, Decatur, Ga.
BUTLER, JIM
 KMOX, St. Louis, Mo.
BUTTON, DAVE
 KSVF, Artesia, N. Mex.
BYARS, JOE
 WDAK, Columbus, Ga.
BYERLY, J. E.
 WTNC, Thomasville, N. C.

— C —

CABANESS, TOM
 KWTX, Waco, Tex.
CABLETON, SPENCER
 KWFC, Hot Springs, Ark.
CADDELL, JAN
 WHSC, Hartsville, S. C.
CAEDONE, MARTY
 WHWL, Nanticoke, Pa.
CAIN, BILL
 WBAW, Barnwell, S. C.
CALCAGNO, DEAN
 WGBB, Freeport, L. I., N. Y.
CALDWELL, CHUCK
 WJPS, Evansville, Ind.
CALLARMAN, JOHN
 KCOV, Corvallis, Ore.
CALLEGAN, CHARLES
 Lucky Seven
 WESB, Bradford, Pa.
CALVERT, BOB
 WGH, Norfolk, Va.
CAMERON, HOYT
 WRAC, Cleveland, Tenn.
CAMERON, JIM
 KNCK, Concordia, Kan.
CAMPBELL, BILL
 WCMI, Ashland, Ky.
CAMPBELL, JACK
 KVOO, Tulsa, Okla.
CAMPBELL, JOE
 WDOS, Onconta, N. Y.
CAMPBELL, OLIN D.
 Dawnbusters
 WFNS, Burlington, N. C.
CAMPBELL, SHERRY
 WNNT, Warsaw, Va.
CAMPEN, LARRY
 KYAK, Yakima, Wash.
CAMPPERSON, BILL
 WHOL, Allentown, Pa.
CAPPS, BOB
 KOY, Phoenix, Ariz.
CAPPS, JIMMY
 WPTF, Raleigh, N. C.
CAPUTO, EDWARD
 WNHC, New Haven, Conn.
CARACCIOLLO, DICK
 All Star Revue
 WHDL, Olean, N. Y.
CARD, DEXTER
 Wax Works
 WGAN, Portland, Me.
CARDEW, KEN
 WPKO, Waverly, Ohio.

CARDONE, MARTY
WHWL, Nanticoke, Pa.
CAREY, PAUL
WKNX, Saginaw, Mich.
CARLE, LARRY
WOND, Pleasantville, N. J.
CARLSON, CARL
KAFY, Bakersfield, Cal.
CARLSON, JOHNN
KLOU, Lake Charles, La.
CARLTON, BOB
WMBD, Peoria, Ill.
CAROWAY, ALLAN
KADA, Ada, Okla.
CARPENTER, WES
KVOP, Plainview, Tex.
CARPENTER, WILEY
Teenage Jury
WWIT, Canton, N. C.
CARR, BOB
WSEV, Sevierville, Tenn.
CARRIGAN, BILL
WAGC, Chattanooga, Tenn.
CARRIGAN, JIM
WDNX, Clarksville, Tenn.
CARSON, KIT
Number, Please
WFEB, Sylacauga, Ala.
CARSON, RUSTY
KBYE, Oklahoma City, Okla.
CARTER, ROGER
WADC, Akron, Ohio
CARTER, ROY
WKBV, Richmond, Ind.
CARTER, TONY
WBHB, Fitzgerald, Ga.
CARY, EDDIE S.
WKLJ, Sparta, Wis.
CASPER, CLYDE
WLAS, Jacksonville, N. C.
CASTLE, TED
WTAW, College Station, Tex.
CASH, ALVIN
WBRV, Boonville, N. Y.
CASTLEBERRY, EDDIE
WMBM, Miami Beach, Fla.
CATO, EVELYN
WMFS, Chattanooga, Tenn.
CHAFFIN, HERB
WRIC, Richland, Va.
CHAMBERS, PAT
WFLA, Tampa, Fla.
CHAMBERS, PAT
WMBL, Morehead, N. C.
CHANCE, CLIFFORD
WGJU, Columbia, Miss.
CHAPMAN, FRED
WGAI, Elizabeth City, N. C.
CHAPMAN, JERRY
WIRE, Indianapolis, Ind.
CHAPMAN, RALPH
WHAV, Haverhill, Mass.
CHARLES, PETER
WATR, Waterbury, Conn.
CHARLES, PRESTON
WAGA, Atlanta, Ga.
CHARNELL, HENRY
KWIL, Albany, Ore.
CHASE, BOB
WOWO, Fort Wayne, Ind.
CHASE, ROGER
WKY, Oklahoma City, Okla.
CHASTEN, BOB
KLPN, Minot, N. D.
CHENEY, HENRY, JR.
WCHL, Chapel Hill, N. C.
CHILDERS, ADIS
WFPA, Ft. Payne, Ala.
CHRISCO, RONNIE
WDOB, Canton, Miss.
CHRISTIAN, CRISS
WAAG, Adel, Ga.
CHURCHES, GLENN
KCRS, Sacramento, Cal.
CLAPP, CHARLIE
WEBB, Southern Pines, N. C.
CLARK, COTTONSEED
KEEN, San Jose, Cal.
CLARK, DICK
WFIL, Philadelphia, Pa.
CLARK, GORDON
KRIC, Beaumont, Tex.
CLARK, HENRY
WEOK, Poughkeepsie, N. Y.

CLARK, JACK
WDBL, Springfield, Tenn.
CLARK, JAY
WAVZ, New Haven, Conn.
CLARK, JON
WTRL, Bradenton, Fla.
CLARK, LEE
KMBY, Monterey, Cal.
CLARKE, EDDIE
Musical Clock
WHB, Kansas City, Mo.
CLAYTON, BOB
WPIN, St. Petersburg, Fla.
CLAYTON, BOB
WHDH, Boston, Mass.
CLAYTON, EDGAR L.
WERH, Hamilton, Ala.
CLAYTON, PAUL
WHVR, Hanover, Pa.
CLAYTON, VAUGHAN
KWHP, Cushing, Okla.
CLEMENT, JERRY
WIDE, Biddeford, Me.
CLEMENT, JOHN
WDBJ, Roanoke, Va.
CLINE, FRED
WEBQ, Harrisburg, Ill.
CLOW, KEN
Night Mayor
KBIZ, Ottumwa, Iowa
COBBS, DAVE
WEAW, Evanston, Ill.
COBB, JACK
WAPO, Chattanooga, Tenn.
COBURN, PAUL
KOL, Seattle, Wash.
COCHEMS, BOB
KBUC, Corona, Cal.
COFFEE, LEE
Turntable Time
KTTR, Rolla, Mo.
COKER, ERROLL, JR.
KNET, Palestine, Tex.
COKER, WILL
WTPR, Paris, Tenn.
COLE, GRADY
WBT, Charlotte, N. C.
COLE, FRED B.
WHDH, Boston, Mass.
COLE, MARTIN
KOL, Seattle, Wash.
COLE, RUSSELL
KPHO, Phoenix, Ariz.
COLE, TRACY
WNNW, Rochester, N. H.
COLLINS, AL
WRCA, New York, N. Y.
COLLINS, DON
KTTN, Trenton, Mo.
COLLINS, JIM
KAWT, Douglas, Ariz.
COLLINS, KEN
KCSB, San Bernardino, Cal.
COLLINS, KEN
Night Scene
KXYZ, Houston, Tex.
COMBS, LEONE
WLOE, Leaksville, N. C.
COMSTOCK, ED
WPKE, Pikeville, Ky.
CONCHAN, CLIFF
WISC, Madison, Wis.
CONEY, FRED
KNAL, Victoria, Tex.
CONNELLY, JACK
Java Jive
KLMR, Lamar, Colo.
COOK, ANDY
KTBC, Austin, Tex.
COOK, DICK
KSFO, San Francisco, Cal.
COOK, GENE
WLOF, Orlando, Fla.
COOK, JIMMY
WIRJ, Humboldt, Tenn.
COOK, IRA
KMPC, Los Angeles, Cal.
COOK, MAL
WAUG, Augusta, Ga.
COOK, VERN
Melody Lane
WOKO, Albany, N. Y.
COONTZ, EDDIE
KTUL, Tusa, Okla.

COOPER, ALEX
KLAC, Los Angeles, Cal.
COOPER, LARRY
WSLS, Roanoke, Va.
COPELAND, WALTER
WHSC, Hartsville, S. C.
CORBIN, RAY
KTFY, Brownfield, Tex.
CORDARO, GEORGE
KWDM, Des Moines, Iowa
CORNA, AL
KYAK, Yakima, Wash.
COSA, JIM
Sentimental Journey
KFOX, Long Beach, Cal.
COUKART, FRED
Man & His Music
WWCA, Gary, Ind.
COURT, TED
Morning Digest
WSLS, Roanoke, Va.
COURTRIGHT, KENT
WILE, Cambridge, Ohio
COVERT, TED
WATH, Athens, Ohio
COWAN, COLEY
WSAZ, Huntington, W. Va.
COWLEY, PAUL
WKLO, Louisville, Ky.
COX, GEORGE
WBUY, Lexington, N. C.
COY, GEORGE
WKBC, N. Wilkesboro, N. C.
COY, JOHNNY
WAPL, Appleton, Wis.
COYLE, BERT
WHBO, Tampa, Fla.
CRABLE, BILL
KXYZ, Houston, Tex.
CRADDOCK, MYRON
WFEB, Sylacauga, Ala.
CRAIG, LEE
KBLF, Red Bluff, Cal.
CRANE, BOB
WICC, Bridgeport, Conn.
CRANNA, JIM
WHUC, Hudson, N. Y.
CRANS, RICHARD
WVMI, Biloxi, Miss.
CRANSTON, BOB
WCMW, Canton, Ohio
CRAWFORD, ARTHUR
KAPK, Minden, La.
CRAWLEY, BILL
KVRC, Arkadelphia, Ark.
CRONINGER, DAVE
WHB, Kansas City, Mo.
CROWLEY, FRANK
KANA, Anaconda, Mont.
CUMMINGS, AL
KING, Seattle, Wash.
CUMMINS, DAVE
WOHP, Bellefontaine, Ohio
CUMMINS, EDMUND
WHXY, Bogalusa, La.
CUMMISKEY, BOB
WCCC, Hartford, Conn.
CURTIS, BILL
WRAP, Norfolk, Va.
CURTIS, MARK
KOLQ, Reno, Nev.
CUSTER, BOB
KLOK, San Jose, Cal.
CUTRER, TOMMY T.
WSM, Nashville, Tenn.

— D —

DAILEY, DICK
KHQ, Spokane, Wash.
DALE, BILLY
WTAO, Boston, Mass.
DALE, CURLY
KFNF, Shenandoah, Iowa
DALE, REX
WCKY, Cincinnati, Ohio
DALTON, JACK
WRUM, Rumford, Me.
DAN, AL
WCSS, Amsterdam, N. Y.
DANDY, JIM
WIVY, Jacksonville, Fla.
DANNERY, JOE
WFAR, Farrell, Pa.

DARNELL, JACK
WNVA, Norton, Va.
DARY, ALAN
WORL, Boston, Mass.
DAUGHERTY, DICK
WFIN, Findlay, Ohio
DAVENPORT, DON
WEKZ, Monroe, Wis.
DAVID, SAMMY
KALB, Alexandria, La.
DAVIS, AL
KEX, Portland, Ore.
DAVIS, BOB
Platter Parade
WXRA, Buffalo, N. Y.
DAVIS, BOB
WTON, Staunton, Va.
DAVIS, BRUCE
WCLT, Newark, Ohio
DAVIS, HERB
WEAM, Arlington, Va.
DAVIS, DICK
WDEH, Sweetwater, Tenn.
DAVIS, DON
KFRC, San Francisco, Cal
DAVIS, ERNIE C.
KVOA, Tucson, Ariz.
DAVIS, GENE
KMX, Coalinga, Cal.
DAVIS, LARRY
KSAM, Huntsville, Tex.
DAWSON, BILL
WNXT, Portsmouth, Ohio
DAWSON, JACK
WWIN, Baltimore, Md.
DAY, BOB
WOKZ, Alton, Ill.
DAY, GEORGE
KERO, Bakersfield, Cal.
DEAL, JACK
WHCU, Ithaca, N. Y.
DEANE, JOE
WBBF, Rochester, N. Y.
DEAN, LARRY
WCIN, Cincinnati, Ohio
DEAN, PETER
WIPS, Ticonderago, N. Y.
DEFREITAS, DICK
It's A Woman's World
WMGM, New York, N. Y.
DELLER, MAURICE ERNEST
KCOV, Corvallis, Ore.
DELZELL, BILL
KMMJ, Grand Island, Neb.
DEMING, C. P.
WKPT, Kingsport, Tenn.
DENHAM, DICK
WINX, Rockville, Md.
DENNIS, LOU
WERY, Waterbury, Conn.
DENT, LARRY
WNXT, Portsmouth, Ohio
DENTON, CLYDE
WSFC, Somerset, Ky.
DERRICK, CHARLES
WOIC, Columbia, S. C.
DEVON, FRU
WQXR, New York, N. Y.
DICKEY, LEWIS
KVLB, Cleveland, Tex.
DICKERSON, DALE
KATE, Albertlea, Minn.
DICKSON, ROBERT
KBRZ, Freeport, Tex.
PINGMAN, BOB
WSPN, Saratoga Springs,
N. Y.
DINNING, WADE
KGRH, Fayetteville, Ark.
DILL, GLEN
WTSP, St. Petersburg, Fla.
DI SALVO, HUGO
WIOU, Kokomo, Ind.
DISBROW, JACK
WDOS, Oneonta, N. Y.
DIXON, DARRELL
Best In Music
WSLM, Salem, Ind.
DIXON, DAVE
KSTL, St. Louis, Mo.
DIXON, JOHN
Record Review
WALA-TV, Mobile, Ala.

DIXON, RANDY
WDAS, Philadelphia, Pa.
DOBSON, GEORGE
Rise & Shine
KTFS, Texarkana, Tex.
DODSON, ED
WLAR, Athens, Tenn.
BOHANEY, AL
WONN, Lakeland, Fla.
DONAHUE, RALPH
KLAJ, Lakewood, Col.
DONNELL, JACK
WGRC, Louisville, Ky.
DONOVAN, JACK
KSUM, Fairmont, Minn.
DOOLEY, PETE
WEOA, Evansville, Ind.
DORRELL, J. C.
KMCO, Conroe, Tex.
DORRIS, LEE
WILY, Pittsburgh, Pa.
DOUGLAS, BILL
WHJB, Greensburg, Pa.
DOUGLAS, BILL
WMGY, Montgomery, Ala.
DOUGLAS, LOU
WHUC, Hudson, N. Y.
DOWNING, DON
KHFS, Vancouver, Wash.
DREIS, DAVID
KENT, Shreveport, La.
DREYER, PETER
WENT, Cloversville, N. Y.
DREW, DAVE
WTAX, Springfield, Ill.
DRISKILL, JIM
WINN, Louisville, Ky.
DRUM, DEWEY
WSOC, Charlotte, N. C.
DRURY, DICK
WFIN, Findlay, Ohio
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUMAS, ROLAND
WMAS, Springfield, Mass.
DUNCAN, JIM
WGGH, Marion, Ill.
DUNN, RON
WCPO, Cincinnati, Ohio
DUNN, BOB
KLX, Oakland, Cal.
DUNN, TOM
WSIV, Pekin, Ill.
DUPREE, WAYNE
KALT, Atlanta, Tex.
DUPUY, MONTY
WFBC, Greenville, S. C.
DURAND, TOM
WTTM, Trenton, N. J.
DURHAM, BOBBY
KTFY, Brownfield, Tex.
DURHAM, DEAN
Best On Wax
KOGT, Orange, Tex.
DURIDDER, GEORGE
KJAY, Topeka, Kan.
DYE, TOM
KTTR, Rolla, Mo.

— E —

EARL, DON
WAIR, Winston Salem, N. C.
EARLY, BOB
WKNX, Saginaw, Mich.
EATON, GORDON
WCCO, Minneapolis-
St. Paul, Minn.
EBENBURGER, PHIL
KVLF, Alpine, Tex.
EDMONDS, BILL
Barnyard Jamboree
WMGM, New York, N. Y.
EDMONDSON, AUSTIN
WAOV, Vincennes, Ind.
EDWARDS, HOWARD
KONO, San Antonio, Tex.
EDWARDS, PAUL
KBRZ, Freeport, Tex.
EHRlich, BOB
KPHO, Phoenix, Ariz.
EISNER, JACK
WMAS, Springfield, Mass.

ELLIOTT, BILL
WNOE, New Orleans, La.
ELLIOTT, BOB
KENT, Shreveport, La.
EMBRy, DINK
Early Bird Show
WHOP, Hopkinsville, Ky.
EMERALD, GENE
WMIL, Milwaukee, Wis.
EMERSON, JACK
WBRT, Bardstown, Ky.
ENGEL, BOB
KGFJ, Hollywood, Cal.
ENGSTROM, CARL
After Hours
KDLM, Detroit Lakes, Minn.
ERB, ED
WKQY, Bluefield, W. Va.
ERNIE, ART
WPDR, Portage, Wis.
ESMONDE, LARRY
WJWI, Georgetown, Del.
ESSNER, DICK
WDKN, Dickson, Tenn.
ESTES, DAVE
KWTO, Springfield, Mo.
ESTES, DON
Sunrise Serenade
KPRC, Houston, Tex.
ESTES, DONALD
WWWF, Fayette, Ala.
ESTES, MILTON
WAGC, Chattanooga, Tenn.
ETON, JERRY
KOSI, Aurora, Col.
EUBANKS, BILL
Dawn Patrol
WABY, Albany, N. Y.
EVERSON, BOB
KRCT, Baytown, Tex.
EVANS, EMERY
WJAZ, Albany, Ga.
EVANS, FRANK
KHJ, Los Angeles, Cal.
EVANS, GREGORY
Putting On Airs
WFAU, Augusta, Me.
EVANS, JACK
KBMI, Henderson, Nev.
EVANS, JOHN
WDGY, Minneapolis, Minn.
EVANS, MILTON
KNET, Palestine, Tex.
EVANS, SAM
WGCS, Chicago, Ill.

— F —

FAIR, DAN
KFBC, Cheyenne, Wyo.
FAIRCHILD, JOHN
WORZ, Orlando, Fla.
FARLEY, JIM
KNCK, Concordia, Kan.
FARMER, JUDY
KBMI, Henderson, Nev.
FARRAR, CHARLES
WGTA, Summerville, Ga.
FARRELL, DICK
Matinee For Music
KBNZ, La Junta, Col.
FARRINGTON, BOB
WDNC, Durham, N. C.
FAULKNER, RALPH
WFPA, Ft. Payne, Ala.
FEAGLER, DAVE
WANE, Ft. Wayne, Ind.
FENNELL, GEORGE
WHIL, Medford, Mass.
FEREGA, TOM
WMAW, Menominee, Mich.
FIEDLER, ARTHUR
WCRB, Boston, Mass.
FIELD, CHUCK
K-ROY, Medford, Ore.
FIELDS, BULL
WGOV, Valdosta, Ga.
FIELD, TOM
KVOP, Plainview, Tex.
FIELDS, SHEP
Ripplin' Rhythm Rendezvous
KTHT, Houston, Tex.
FIEDLER, LOU
WTOL, Toledo, Ohio

FIGUEROA, FRANK
WHOM, New York, N. Y.

FILES, BERT
Record Hop
WCAW, Charleston, W. V.

FINAN, JOE
WJW, Cleveland, Ohio

FINCH, A. J.
WGIC, Centreville, Miss.

FINCH, LARRY
Nite Train
KPKA, Greeley, Col.

FINDLAY, BOB
KFBI, Wichita, Kan.

FINCH, AMOS
WDLA, Walton, N. Y.

FINKLEA, JERRY
KROC, Sonora, Cal.

FISHER, EARL
WVJS, Owensboro, Ky.

FISHER, GEORGE
WBBQ, Augusta, Ga.

FISKE, FRED
WWDC, Washington, D. C.

FLACK, MILTON
WMAZ, Macon, Ga.

FLANAGAN, PAUL E.
WTRY, Troy, N. Y.

FLANCER, MARTY
Music For You
WJWL, Georgetown, Del.

FLEENER, PAUL
KMAN, Manhattan, Kan.

FLEMMER, ROGER
KDIX, Dickinson, N. D.

FLOOD, JOE
Upsee Daisy
KTLN, Denver, Col.

FLORIP, BUZZ
KRUL, Corvallis, Ore.

FLYNN, JOE
KFSC, Denver, Col.

FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.

FORBES, TOM
Midnight Record Party
KOOK, Billings, Mont.

FORD, ART

Milkman's Matinee
WNEW, New York, N. Y.

FORD, JACKIE
KSAN, San Francisco, Cal.

FORD, LARRY
WHJB, Greensburg, Pa.

FORD, MILTON Q.
WMAL, Washington, D. C.

FORSTER, BOB
WSRS, Cleveland, Ohio

FOSLID, RAY
KMHL, Marshall, Minn.

FOSS, RUSS
KOLD, Yuma, Ariz.

FOSTER, BOB
WEBQ, Harrisburg, Ill.

FRANKLIN, JOE
Memory Lane
WABC-TV

FRANSISCO, CAMPBELL
WHDM, McKenzie, Tenn.

FRAY, JACQUES
WQXR, New York, N. Y.

FREDERICKS, ALAN
WABJ, Adrian, Mich.

FREEMAN, OLLIE
KTIM, San Rafael, Cal.

FRIBLEY, JOE
KWKH, Shreveport, La.

FRIARY, GEORGE
WIDE, Biddeford, Me.

FRIEDMAN, SID
WARM, Scranton, Pa.

FROEMKE, RICH
KTLN, Denver, Col.

FROH, DAVE
WILS, Lansing, Mich.

FROST, DONALD
WMNS, Sioux City, Iowa

FRYE, HANK
WWYO, Pineville, W. Va.

FULLER, PHYLLIS
WSLB, Ogdensburg, N. Y.

FULMER, DALE
WHLM, Bloomsburg, Pa.

FULTON, BEN
WMEV, Marion, Va.

FUSCO, DANNY
WRUN, Utica, N. Y.

— G —

GAILLARD, MARSHALL
Dawn In Dixie
WAIM, Anderson, S. C.

GAMBLE, BAXTER
WMRP, Flint, Mich.

GALLESE, DON
KAVR, Apple Valley, Cal.

GALLIETTE, DICK
Best On Wax
WLCR, Torrington, Conn.

GANNON, JOE
KWPC, Muscatine, Iowa

GARFIN, STAN
Melody Mill
KRIB, Mason City, Iowa

GARLAND, KEN
WPOR, Portland, Me.

GARNER, JOHNNY
KIHN, Hugo, Okla.

GARTEN, LLOYD
WSAZ, Huntington, W. Va.

GARRETT, FLOYD
KEBE, Jacksonville, Tex.

GARRETT, JUNE
WAHR, Miami Beach, Fla.

GAST, TED
After Hours
KILQ, Grand Forks, N. D.

GATCHELL, GEORGE
KYOR, Blythe, Cal.

GATES, JIM
WRBE, Reedsburg, Wis.

GAUVIN, AIME
It's A Woman's World
WJMG, New York, N. Y.

GAY, DON
KUTI, Yakima, Wash.

GAYNOR, BOB
WBSR, Pensacola, Fla.

GAYLORD, CHARLEY
WIAM, Williamston, N. C.

GEE, JOHNNY
WSHE, Sheboygan, Wis.

GEHLERT, WILLIE
WAMS, Wilmington, Del.

GENTRI, JOHN
WKOX, Farmingham, Mass.

GERNETSKJE, HOWIE
What's New
WSAU, Wausau, Wis.

GIBBS, WALTER
KSWI, Council Bluffs, Iowa

GILBERT, HIRSCH
WIRO, Ironton, Ohio

GILBERT, LEE
WMVA, Martinsville, Va.

GILES, JAY
WSOY, Decatur, Ill.

GILHAM, RAY
WTRN, Tyrone, Pa.

GILL, BILL
KOSY, Texarkana, Ark.

GIRODO, LOU
KCRF, Trinidad, Col.

GLACY, BOB
WGR, Buffalo, N. Y.

GODDARD, SONNY
WMVG, Milledgeville, Ga.

GOERNER, BOB
Showtime
KCBS, San Francisco, Cal.

GOLDEN, JERRY
WLIP, Kenosha, Wis.

GONZALEEZ, JOSE T.
KCCT, Corpus Christi, Tex.

GOODMAN, JIMMY
KIND, Independence, Kan.

GOODMAN, KEN
WCSC, Charleston, S. C.

GOODWIN, RALPH
Music As We Like It
WRUF, Gainesville, Fla.

GORDON, BILL
WHK, Cleveland, Ohio

GORDON, DWIGHT
WEW, St. Louis, Mo.

GORDON, STEVE
Date With Music
WICH, Norwich, Conn.

GORMAN, WENDY
KIHR, Hood River, Ore.

GOUGH, SANDY
WTHF, Port Huron, Mich.

GOULDING, PHIL
Your Hits Of The Week
WMGM, New York, N. Y.

GOVER, TIM
WLBH, Mattoon, Ill.

GRAHAM, DICK
WAMS, Wilmington, Del.

GRAHAM, DON
WIRL, Peoria, Ill.

GRAHAM, LEN
WPFA, Pottsville, Pa.

GRANT, JOE
WAKR, Akron, Ohio

GRANT, MILT
WOL, Washington, D. C.

GRANT, NEWELL
Rise & Shine
KEYJ, Jamestown, N. D.

GRAY, NORMAN
KID, Idaho Falls, Idaho

GRAY, SOLON
KFXJ, Grand Junction, Col.

GRAZAN, JOE
WBVP, Beaver Falls, Pa.

GREEN, ART
Make Believe Ballroom
WKAT, Miami Beach, Fla.

GREEN, BILL
WDUN, Gainesville, Ga.

GREEN, BILL
WTBC, Tuscaloosa, Ala.

GREENE, MONTE
WLEC, Sandusky, Ohio

GREENWALD, DICK
Sunrise Serenade
WHGR, Houghton Lake, Mich.

GREGORY, GREG
KSET, El Paso, Tex.

GREUHM, WAYNE
Bandstand
WBOC, Salisbury, Md.

GRIFFIN, DEAN
Musical Clock
WBKH, Hattiesburg, Miss.

GRIFFIN, OSCAR L.
WPRC, Reidsville, N. C.

GRIGGS, CHARLES
WUSJ, Lockport, N. Y.

GRIGGS, JERRY
WAIF, Decatur, Ala.

GRIGSBY, JOHN
WPRS, Paris, Ill.

GRIMES, LEN
Hillbilly
WBLE, Batesville, Miss.

GROCE, ROCKY
WFEC, Miami, Fla.

GUARDINO, MONTE
Happy Go Lucky Time
KUIH, Grants Pass, Ore.

GUMM, BILL
WRJN, Racine, Wis.

GUNN, JOHN
KMO, Tacoma, Wash.

GUSTAFSON, JAMES
WDFN, Wheaton, Md.

GUTENBERGER, LOUIS
KSTT, Davenport, Iowa

GUY, BARRY
Spinner Sanctum
WLAN, Lancaster, Pa.

— H —

HAGEN, DEAN
KEYZ, Williston, N. Dak.

HAGERMAN, CHARLES J.
WCLA, Ludington, Mich.

HAGLI, DAVE
K-JOE, Shreveport, La.

HAGUE, FRANK
WCHV, Charlottesville, Va.

HAIT, MAL
WKIP, Poughkeepsie, N. Y.

HAKE, CARROLL
WHIR, Danville, Ky.

HALL, DAVE
KPUG, Bellingham, Wash.

HALL, HUGH
House Of Wax
KBOL, Boulder, Col.

HALL, JIM
WVVA, Wheeling, W. Va.

HALL, MEL
KOCB, Ontario, Cal.

HALL, NOEL
WSIX, Nashville, Tenn.

HALL, O. B.
Gospel Time
WABZ, Albemarle, N. C.

HALL, CLARKE
KIUP, Durango, Col.

HALPERN, ALLAN
KWIK, Pocatello, Idaho

HANLIN, MIKE
WILS, Lansing, Mich.

HAMILTON, BRUCE
Music That Moves
KLLJ, Lubbock, Tex.

HAMILTON, GARLE
KALM, Thayer, Mo.

HAMMETT, ROD
Music Room
KTAC, Tacoma, Wash.

HAMMOND, JACK
Request Time
WSTU, Stuart, Fla.

HANCOCK, HUNTER
KPOP, Los Angeles, Cal.

HANNA, RICK
WBUT, Butler, Pa.

HANNAN, ED
Old Corral
KGFH, Flagstaff, Ariz.

HANSON, KEN
WPBC, Minneapolis, Minn.

HARDING, BILL
WATH, Athens, Ohio

HARDING, BILL
WDOT, Burlington, Vt.

HARDY, CARROLL
WKBW, Buffalo, N. Y.

HARDY, JOHN
KSAN, San Francisco, Cal.

HARMON, JAY
KTBS, Shreveport, La.

HARPER, CHARLIE
KANV, Shreveport, La.

HARPER, JIMMY
WGST, Atlanta, Ga.

HARRILL, NELSON J.
WGWR, Asheville, N. C.

HARRIS, BILLY
Country Capers
WDOB, Canton, Miss.

HARRIS, LES
WCNX, Middletown, Conn.

HARRIS, WAYNE
Night Train
KVOE, Emporia, Kans.

HARRISON, JACK
KTRE, Lufkin, Tex.

HARRISON, RONALD
KDAC, Ft. Bragg, Cal.

HART, JOHN
WAUD, Auburn, Ala.

HART, JOHN
KICK, Libby, Mont.

HARTGRAVE, LEE
WKEL, Kewanee, Ill.

HASELTINE, FRED
WRNL, Richmond, Va.

HASLING, JACK
KUKL, Ukiah, Cal.

HAUGHEE, JOHN
WONN, Lakeland, Fla.

HAUGEN, WES
KANA, Anaconda, Mont.

HARVEY, CALVIN
WBEC, N. Wilkesboro, N. C.

HARVEY, JOHN
KGO, San Francisco, Cal.

HAWKINS, BOB
Hits For The Mrs.
KERO, Bakersfield, Cal.

HAWKINS, NAPPIE
WPTX, Lexington, Md.

HAWTHORNE, JIM
KOLD, Yuma, Ariz.

HAYES, JIM
WBOF, Virginia Beach, Va.

HAYNES, DICK
WKRM, Columbia, Tenn.

HAYS, ERNIE
KLRS, Mountain Grove, Mo.

HAYWARD, BRUCE
KXOK, St. Louis, Mo.

HAYWARD, GEORGE
WABJ, Adrian, Mich.

HAYWARD, JACK
WMBR, Jacksonville, Fla.

HEALD, JIM
KSPV, Artesia, N. Mex.

HEALY, GENE
WPAC, Patchogue, N. Y.

HEATH, ROD
WSSC, Sumter, S. C.

HEAVNER, JIMMY
WKMT, Kings Mountain, N. C.

HECKAMN, CASEY
WBLY, Springfield, Ohio

HEIDER, BOB
WPTX, Lexington, Md.

HELM, HARRY
KIMA, Yakima, Wash.

HENDERSON, JOCKO
Big Swing Train
WDAE, Philadelphia, Pa.

HENRY, CARL
WRIB, Providence, R. I.

HENRY, MIKE
KTOA, Des Moines, Iowa

HERDA, ELMER
WJCM, Sebring, Fla.

HERINK, JIM
WMOD, Moundsville, W. Va.

HERMAN, BERNIE
WIRE, Indianapolis, Ind.

HERMAN, DON
Yawn Patrol
WHRV, Ann Arbor, Mich.

HERRING, ANDY
WSP, Kingston, N. C.

HERSHEY, PAUL
WOHP, Bellefontaine, Ohio

HESS, BOB
KFYO, Lubbock, Tex.

HESS, J. P. JR.
WVVK, Knoxville, Tenn.

HEFRICH, WAYNE
WKVA, Lewistown, Pa.

HEUER, MIKE
KMA, Shenandoah, Iowa

HEYDE, BUDD
KNBC, San Francisco, Cal.

HICKMAN, ELMER
WOAY, Oak Hill, W. Va.

HICKMAN, LEE
WOWL, Florence, Ala.

HICKOK, BILL
WPTR, Albany, N. Y.

HICKOX, WAYNE
WPCT, Putnam, Conn.

HICKS, DARRELL
Music Till Midnight
WTJS, Jackson, Tenn.

HIGGINBOTHAM, JERRY
KMJ, Fresno, Cal.

HILL, BILL
WGBF, Evansville, Ind.

HILL, EDDIE
WSM, Nashville, Tenn.

HILL, JIM
Rise N' Shine
WDEF, Chattanooga, Tenn.

HILL, ROY
KTIB, Thibodaux, La.

HIRSCH, JEFF
WORZ, Orlando, Fla.

HOBERT, CHARLES
WENY, Elmira, N. Y.

HODGES, ROCKY
WPAL, Charleston, S. C.

HODKIN, DICK
WPAC, Patchogue, N. Y.

HOFFER, BOB
WTSP, St. Petersburg, Fla.

HOFFMAN, GRACIE
KWIZ, Santa Ana, Cal.

HOFFMAN, LANTZ
WMRF, Lewistown, Pa.

HOFFMAN, MARK
WBLY, Springfield, Ohio

HOFSTAD, ROLF
KDEC, Decorah, Iowa

HOGAN, ARTHUR D.
KSMO, Salem, Mo.

HOISEL, LEE
WHGR, Houghton Lake, Mich.

HOLCOMB, FRED
WMON, Montgomery, W. Va.

HOLDEN, BILL
WOHI, E. Liverpool, Ohio

HOLIDAY, JIM
WBEE, Elizabethton, Tenn.

HOLIDAY, JOHNNY
KOY, Phoenix, Ariz.

HOLLAND, LUTHER
WTLT, Lauderdale, Fla.

HOLMES, DICK
WILM, Wilmington, Del.

HOLMES, GENE
WIRL, Peoria, Ill.

HOLMES, JACK
WLOW, Norfolk, Va.

HOLTBERG, MILT
KMUS, Muskogee, Okla.

HOPKINS, WES
WTTM, Trenton, N. J.

HORDE, HOBSON
WJRD, Tusculoussa, Ala.

HORNE, LUCILLE
WMRY, New Orleans, La.

HOSEA, FRANK
Handfull of Records
WJBO, Baton Rouge, La.

HOTCHKISS, PERRY
KFTM, Ft. Morgan, Col.

HOWARD, BRYCE
KHFS, Vancouver, Wash.

HOWARD, DON
KCBQ, San Diego, Cal.

HOWARD, HAL
WPNX, Phenix City, Ala.

HOWARD, PAUL
WTRX, Bellaire, Ohio

HOWARD, ROBE
WSAC, Radcliff, Ky.

HOWARD, ROBERT S.
WNER, Live Oak, Fla.

HOYLE, SUNNY
WFBC, Greenville, S. C.

HOYT, RICHARD
WDLA, Walton, N. Y.

HUDSON, HARVEY
WLEE, Richmond, Va.

HUEBNER, PAUL
KWG, Stockton, Cal.

HUGHES, DAN
WESB, Bradford, Pa.

HUGHES, TOM
KDWT, Stamford, Tex.

HULL, DOC
KRMG, Tulsa, Okla.

HUMPHRIES, BOB
Night Watch
WPFC, Panama City, Fla.

HUMPHREY, GENE
WDMJ, Marquette, Mich.

HUNTER, DAVE
KGBX, Springfield, Mo.

HUNTER, JOE LOUIS
Modern Sounds
WCEC, Rocky Mount, N. C.

HURST, OVERTON
KWFC, Hot Springs, Ark.

HUSTEAD, DICK
WBLK, Clarksburg, W. Va.

HYDE, STANLEY
Music For You
KPLC, Lake Charles, La.

HYDER, JOE
WADK, Newport, R. I.

HYMAS, MARV
KGEM, Boise, Idaho

HUTSELL, JIMMY
WLAR, Athens, Tenn.

— I —

IGLESIAS, MANUEL
WITA, San Juan, Puerto Rico

INGRAM, DAN
Walk, Record Revue
Patchogue, N. Y.

INGRAM, ROY
WOOV, New Bern, N. C.

IRVING, BOB
WMAY, Springfield, Ill.

IRWIN, BOB
WMFS, Memphis, Tenn.
IRWIN, KEN
KLOG, Kelso, Wash.
ISENHOWER, JOE
WMYB, Myrtle Beach, S. C.

— J —

JACK, SAM
Traffic Jam
WPDQ, Jacksonville, Fla.
JACKSON, ANDREW
Favorite Five
WJPS, Evansville, Ind.
JACKSON, BILL
WOKJ, Jackson, Miss.
JACKSON, HAL
WLIB, New York, N. Y.
JACKSON, JOE
KLMO, Longmont, Col.
JACKSON, SANDY
KOWH, Omaha, Neb.
JACKSON, TED
WHAM, Rochester, N. Y.
JACOBSON, ED
KXLY, Spokane, Wash.
JAMES, LES
Wax Parade
WRHI, Rock Hill, S. C.
JAMES, RUSSELL
KVEC, San Luis Obispo, Cal.
JAY, GENE
WAYB, Waynesboro, Va.
JENKINS, BILL
Western Jamboree
KPMB, Carlsbad, N. Mex.
JENKINS, BILL
KRBC, Abilene, Tex.
JENNINGS, BOB
KXOC, Chico, Cal.
JENSEN, DEE F.
KLGW, Logan, Utah
JENSEN, LANCE
KBON, Omaha, Neb.
JESTER, JACK
KOKO, Warrensburg, Mo.
JEWELL, JIM
KNBX, Kirkland, Wash.
JOHNSON, AL
Top Twenty Tunes
KILO, Grand Forks, N. D.
JOHNSTON, ALVIN
Record Rendezvous
WCOH, Newnan, Ga.
JOHNSON, ART
Music Box
WDRG, Hartford, Conn.
JOHNSON, B. J.
WRJW, Picayune, Miss.
JOHNSON, BILL
Time for Everybody
WLAC, Nashville, Tenn.
JOHNSON, DEANE
KJAN, Atlantic, Iowa
JOHNSTON, HUGH
WBBW, Youngstown, Ohio
JOHNSON, IRWIN
Earlyworm
WBNS, Columbus, Ohio
JOHNSON, KEN
WGAP, Maryville, Tenn.
JOHNSON, RALPH
KFOR, Lincoln, Neb.
JOHNSON, RICHARD
WCLO, Janesville, Wis.
JOHNSON, ROBERT
Music Till Noon
KFGT, Fremont, Neb.
JOHNSON, TED
WTAC, Flint, Mich.
JOHNSON, TRAVIS
WIRK, W. Palm Beach, Fla.
JOHNSTON, DAVE
WATK, Antigo, Wis.
JOHNSTON, KEN
WNRC, New Rochelle, N. Y.
JOLLIAMORE, KENNETH
WKNE, Keene, N. H.
JONES, AL
KGGO, Dallas, Tex.
JONES, BILL
WHWL, Nanticoke, Pa.

JONES, BOB
KFAB, Omaha, Neb.
JONES, CARL
WILM, Wilmington, Del.
JONES, DAN
KTAT, Frederick, Okla.
JONES, DICK
WGTW, Wilson, N. C.
JONES, DON
KBMY, Billings, Mont.
JONES, DON
WLEA, Hornell, N. Y.
JONES, JIM
WETO, Gadsden, Ala.
JONES, KENT
WHDM, McKenzie, Tenn.
JONES, LARRY
KTXX, Austin, Tex.
JONES, REX
WNOE, New Orleans, La.
JOOS, STEVE
WHOK, Lancaster, Ohio
JORDAN, ED
WDUN, Gainesville, Ga.
JORGENSEN, FRED
KGO, San Francisco, Cal.
JOSEPHSEN, TOM
WTOG, Toledo, Ohio
JULIAN, JOE
WJNR, Binghamton, N. Y.

— K —

KADAVY, DALE
KSWL, Council Bluffs, Iowa
KAINE, ARNOLD
WSGW, Saginaw, Mich.
KALATA, WALT
WPLY, Plymouth, Wis.
KARNAS, PETE
WGBZ, Beloit, Wis.
KARSON, ANDY
House of Music
KCRG, Cedar Rapids, Iowa
KAUTH, BILL
WKKO, Cocoa, Fla.
KAY, ANDY
KGGT, Fresno, Cal.
KAYE, BARRY
WJAS, Pittsburgh, Pa.
KAYE, BOB
KEYD, Minneapolis, Minn.
KAYE, ELENA
Rhythm & Blues
WJOB, Hammond, Ind.
KEATING, JIM
KEEP, Twin Falls, Idaho
KEDRO, MILAN
KSTL, St. Louis, Mo.
KEEFE, BOB
WHAM, Rochester, N. Y.
KEELS, CECIL
WHAN, Charleston, S. C.
KEITH, BOB
WLOF, Orlando, Fla.
KEITH, DEAN
KNEB, McAlester, Okla.
KEE, BARNEY
KEX, Portland, Ore.
KELLER, LYN
WARK, Hagerstown, Md.
KELLER, O. J.
Juke Box Serenade
WTAX, Springfield, Ill.
KELLER, BOB
WLBK, Lebanon, Pa.
KELLEY, CHET
WOCB, W. Yarmouth, Mass.
KELLEY, JOHN
WDNE, Elkins, W. Va.
KELLY, BUDDY
KSUN, Bisbee, Ariz.
KELLY, DAN
WRDO, Augusta, Maine
KELLY, HERMAN
WWKY, Winchester, Ky.
KELLY, PAT
WSPC, Somerset, Ky.
KENNEDY, DUDLEY
WHUB, Cookeville, Tenn.
KENNEDY, JOSEPH
KERG, Eugene, Ore.
KENNEDY, LEE
WRRR, Rockford, Ill.

KENYON, AL
KLMS, Lincoln, Neb.
KENSLEY, BILL
WOHL, E. Liverpool, Ohio
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KIERNAN, DAVID
WNHC, New Haven, Conn.
KIKER, PETE
Dinner Bell Time
WELS, Kingston, N. C.
KING, AL
WREN, Topeka, Kans.
KING, ART
WBMS, New Bedford, Mass.
KING, BOB
WRAP, Norfolk, Va.
KING, DAVE
KUKI, Ukiah, Cal.
KING, DUKE
WGBF, Evansville, Ind.
KING, GUY
WWOL, Buffalo, N. Y.
KING, JACK
Cracker Barrel
KGFV, Kearney, Neb.
KING, JEAN
KABC, Hollywood, Cal.
KING, NELSON
WCKY, Cincinnati, Ohio
KING, VERN
WMMB, Melbourne, Fla.
KING, W. O.
WTOG, Savannah, Ga.
KINARD, LEE W.
Rock & Roll Party
WABZ, Albemarle, N. C.
KINNAMON, RAY
WTHH, E. Point, Ga.
KINSEY, CURLY
WCTA, Summerville, Ga.
KIRBY, MARK
WJBW, New Orleans, La.
KIRK, EDDIE
KEEN, San Jose, Cal.
KIRWAN, JIM
WNLK, Norwalk, Conn.
KIRT, DON
WRJN, Racine, Wis.
KISS, BILL
WMAM, Marinette, Wis.
KISSAR, RUSSELL
KDBA, Columbia, Mo.
KLEMM, DAVE
WANE, Ft. Wayne, Ind.
KLINE, DICK
Rise 'N Shine
WPON, Pontiac, Mich.
KLOSS, BOB
WVCWK, Wheeling, W. Va.
KNIGHT, DELOS
Magic City Matinees
WIKC, Bogalusa, La.
KNIGHT, JOE
KRMG, Tulsa, Okla.
KNIGHT, VIC
WXLW, Indianapolis, Ind.
KNOTT, MARTHA
KBYE, Oklahoma City, Okla.
KNUTSON, HAL
Anything Goes
KBOI, Boise, Idaho
KOBAK, EDGAR
WGAC, Augusta, Ga.
KOLBY, CAL
WDRG, Hartford, Conn.
KOSACK, JOE
WVLN, Olney, Ill.
KOVACS, ERNIE
WABC, New York, N. Y.
KOVACE, JIM
WHKK, Akron, Ohio
KOZOL, RON
WOSA, Wausau, Wis.
KRELL, FRED
WSGW, Saginaw, Mich.
KUVENT, ARNOLD
WGAN, Portland, Me.

— L —

LACY, JACK
Listen to Lacy, WINS, New York, N. Y.

LADNER, RED
KVSM, San Mateo, Cal.
LAKE, ARTHUR
WJAR, Providence, R. I.
LAMBERT, JOHN
KNCO, Garden City, Kan.
LAMBERT, ROG
WLAP, Lexington, Ky.
LANAGAN, JAMES
WNRH, New Bedford, Mass.
LANG, JIMMIE
WDAR, Savannah, Ga.
LANICH, JERRY
WPTW, Piqua, Ohio
LAPP, BRUCE
WDAR, Savannah, Ga.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LASCELLES, JOHN
WGR, Buffalo, N. Y.
LAURENCE, JOCK
KWWL-TV, Waterloo, Iowa
LA VERNE, GENE
WFEA, Manchester, N. H.
LAWLER, JIM
Today's Top Tunes
WTPS, New Orleans, La.
LAWRENCE, AL
Stork Club
KCRV, Caruthersville, Mo.
LAWRENCE, TED
WABC
LAWRENCE, VINCE
Moonlight Moods
WCMA, Corinth, Miss.
LAYNE, MARK
WHMP, Northampton, Mass.
LAYTON, LANNY
WRBC, Salisbury, Md.
LAZEAR, EDWIN
WPAR, Parkersburg, W. Va.
LEACH, BOB
The Clockwatcher
WRUF, Gainesville, Fla.
LEAHY, ED
WHMP, Northampton, Mass.
LEE, BUCK
WEAW, Evanston, Ill.
LEHIGH, LES
WCPS, Tarboro, N. C.
LEHMAN, JACK
WTCS, Fairmont, W. Va.
LEHNHOFF, BILL
Music for You
KTW, Seattle, Wash.
LEMON, DOC
KSO, Des Moines, Iowa
LENAY, WILL
WSAI, Cincinnati, Ohio
LENGACHER, FRANK
WADC, Akron, Ohio
LENZ, JACK
WGIC, Brunswick, Ga.
LEONARD, BILL
WJBW, New Orleans, La.
LEONARD, HOWIE
WPOR, Portland, Me.
LEONARD, ROY
WKOX, Framingham, Mass.
LEONIDA, ANDRIAN
KWBW, Hutchinson, Kan.
LESTER, GARY
WWKY, Winchester, Ky.
LESTER, GEORGE
KOSY, Texarkana, Ark.
LEVINSON, BOB
KIST, Santa Barbara, Cal.
LEVITT, AL
KYA, San Francisco, Cal.
LEVY, SY
WACE, Springfield, Mass.
LEWIS, GENE
The Old Barn Show
WJAY, Mullins, S. C.
LEWIS, GEORGE
WOND, Pleasantville, N. J.
LEWIS, LOVELL E.
WCHO, Washington, Ohio
LEWIS, J. D.
WRAL, Raleigh, N. C.
LICATA, LONNIE
KOSI, Aurora, Col.
LICHTENTHALER, GEORGE
KGAL, Lebanon, Ore.

LIDDLE, BOB
KGA, Spokane, Wash.
LINCOLN, ED
WSBA, York, Pa.
LINDEMANN, BUD
WGRD, Grand Rapids, Wis.
LING, CLYDE
WCAM, Camden, N. J.
LINK, FRANK
KBAM, Longview, Wash.
LINN, BANDEL
WSPB, Sarasota, Fla.
LINN, CLAIR
WDCL, Tarpon Springs, Fla.
LIND, ELLIS
KSTN, Stockton, Cal.
LINDSEY, CHARLES
Rhythm Rendezvous
WATG, Ashland, Ohio
LINT, CARMEN
Five O'Clock Shadow
WST, Charlotte, N. C.
LIPP, STANLEY
WNRH, New Bedford, Mass.
LITFEN, ROBERT J.
KEED, Springfield, Ore.
LITTLETON, RANDY
KGRH, Fayetteville, Ark.
LIUORIO, BOB
WKPA, New Kensington, Pa.
LLOYD, BOB E.
WGTH, Hartford, Conn.
LOCKE, GENE
WRUS, Russellville, Ky.
LONDOT, JAMES
WLEC, Sandusky, Ohio
LOGAN, JIM
WJCM, Sebring, Fla.
LONSBURY, LEE
WMAW, Menominee, Mich.
LOUDEN, ROD
KLED, Springfield, Ore.
LOVELESS, FAYE
KANV, Shreveport, La.
LOVVORN, CHARLES
WJBB, Haleyville, Ala.
LOWE, JACK
Late Date
WAIR, Winston-Salem, N. C.
LOWE, JIM
Coffee Time
WRR, Dallas, Tex.
LUDDY, BILL
Hit Tune Time
KXRX, San Jose, Cal.
LUDWIG, VERN
KMED, Medford, Ore.
LUKEN, NED
WAOK, Atlanta, Ga.
LUND, BUZZ
KLCB, Lubby, Mont.
LUNSFORD, BRUCE
WARE, Ware, Mass.
LYNCH, WILLIAM G.
KDBS, Alexandria, La.
LYNN, DARRELL
WFIW, Fairfield, Ill.
LYNN, FRED
KWTO, Springfield, Mo.
LYNN, JOHN
WBBQ, Augusta, Ga.
LYNN, LAMAR
WDAK, Columbus, Ga.
LYONS, JIMMY
KDON, Salinas, Cal.
LYONS, ROBERT W.
WFRP, Savannah, Ga.
MCADAM, JOHN
KYOS, Merced, Cal.

— Mc —

McADOO, DICK
KFDM, Beaumont, Tex.
McALEER, RICHARD H.
KSCO, Santa Cruz, Cal.
McALISTER, BULL
KLLL, Lubbock, Tex.
McANULTY, BOB
KCW, Portland, Ore.
McCALL, BOB
Chariot Wheels
WCRE, Cberaw, S. C.

McCARL, BOB
KXL, Portland, Ore.
McCORMICK, JOHN
London House Show
WJJD, Chicago, Ill.
Mc'OO, MARY
KMCO, Conroe, Tex.
McCULLOUGH, DAN
Mutual Matinee
MBS
McDANIEL, EARL
Spin & Win
KPDP, Los Angeles, Cal.
McDONNELL, STEWART
WIMS, Michigan City, Ind.
McDOI GAIL, WILLIAM
WTPS, Pittston, Pa.
McDONOUGH, TOM
WCDL, Carbondale, Pa.
McFADDEN, RAY
WTNJ, Trenton, N. J.
McGARRY, MAURICE
Headlines & Hits
WRC, Washington, D. C.
McGEE, DAVE
KCKL, San Angelo, Tex.
McGHEE, BILL
KLMO, Longmont, Colo.
McGOWAN, JOHN
Coffee Capers
KOSA, Odessa, Tex.
McGRANOR, PAUL
WKIC, Hazard, Ky.
McHARGUE, RICHARD
KTTN, Trenton, Mo.
McHONE, BOB
WPAQ, Mt. Airy, N. C.
McINTOSH, HUGH
KIT, Yakima, Wash.
McINTYRE, WARD
WEZB, Birmingham, Ala.
McKEEHAN, DON
KCLX, Colfax, Wash.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McKENDRICK, ROBERT
KATL, Miles City, Mont.
McKENZIE, ED
WXYZ, Detroit, Mich.
McKRELL, JAMES
KSYL, Alexandria, La.
McLAUGHLIN, OLLIE
WHRV, Ann Arbor, Mich.
McLEAN, BILL
KAKE, Wichita, Kan.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, DON
Top Tunes
WJBK, Detroit, Mich.
McNAMEE, JACK
WBBO, Auburn, N. Y.
McNUTT, STAN
KBNB, Bend, Ore.
McMAHON, DICK
KGMC, Eaglewood, Col.
McMAHON, PAT
KSTT, Davenport, Iowa
McMANUS, MICHAEL
WKOP, New York, N. Y.
McMASTER, JAY
WMEX, Boston, Mass.
McMENNAMIN, TOM
KONP, Port Angeles, Wash.
McMILLIAN, BILL
KNBX, Kirkland, Wash.
McMONAGLE, TERRY
Tops in Pops
KTAC, Tacoma, Wash.
McPHERSON, HUGH
WCHS, Charleston, W. Va.

— M —

Mac'AULEY, JACK
WHTC, Holland, Mich.
MACK, BILL
WEDC, Chicago, Ill.
MACK, DEAN
Cap's Ranch
KCAP, Helena, Mont.
MACK, GEORGE
KTLD, Tallulah, La.

MACK, TY
WDGY, Minneapolis, Minn.

MacKECHNIE, BILL
KIST, Santa Barbara, Cal.

MACLEAN, JEAN
KGAE, Salem, Ore.

MADDOX, KATHRYN
WMCK, McKeesport, Pa.

MAGNUS, JOHN
KGFJ, Hollywood, Cal.

MAHAN, ALAN
Listen Ladies
WJAM, Marion, Ala.

MAHER, PHILIP
WMNS, Sioux City, Iowa

MAHON, JULIUS
Grooves 'N Blues
WKMT, Kings Mountain, N. C.

MAIN, RALPH
WRFW, Eau Claire, Wis.

MAKINSTER, BUD
KBON, Omaha, Neb.

MAKINSTER, BUD
KBON, Omaha, Neb.

MALLETTE, LLOYD
Open House
KXGI, Fort Madison, Iowa

MANDEL, SID
KYNO, Fresno, Cal.

MANAHAN, FRED
Bumper to Bumper
WATG, Ashland, Ohio

MAPLES, TOM
WIEL, Elizabethtown, Ky.

MARGGRAFF, NORMAN
WMIL, Milwaukee, Wis.

MARKHAM, GRANT
Anything Goes
WESK, Escanaba, Mich.

MARKLE, TINY
WAVZ, New Haven, Conn.

MARQUIS, DALE
WUSJ, Lockport, N. Y.

MARSHALL, BILL
KCRC, Enid, Okla.

MARSHALL, FRED
WNTM, Vero Beach, Fla.

MARSHALL, ERROLL
WOIC, Columbia, S. C.

MARTEL, WALT
KTOE, Mankato, Minn.

MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.

MARTIN, CHUCK
WANS, Anderson, S. C.

MARTIN, JOE
WOW, Omaha, Neb.

MARTIN, JENNINGS
WMMN, Fairmont, W. Va.

MARTIN, JIM
Top Tunes of the Day
WTRP, La Grange, Ca.

MARTIN, NED
WRFC, Athens, Ga.

MARTIN, JOHN
WAGS, Bishopville, S. C.

MARTIN, RENO
WDLC, Port Jervis, N. Y.

MARVIN, EDWARD
KOCB, W. Yarmouth, Mass.

MARVIN, KEN
KRSN, Los Alamos, N. Mex.

MARYON, ROBERT D.
KSCO, Santa Cruz, Cal.

MASL, MARIE
WHBI, Newark, N. J.

MASON, BUD
WGY, Schenectady, N. Y.

MASON, CHARLIE
WJMX, Florence, S. C.

MASON, MARY
WHAT, Philadelphia, Pa.

MASSENGILL, ED
WCHL, Chapel Hill, N. C.

MASTERS, HAL
WTCR, Ashland, Ky.

MATHIS, LEE
WCNH, Quincy, Fla.

MATHEWS, HAROLD
WKAY, Glasgow, Ky.

MAUNEY, RICHARD
WCGC, Belmont, N. C.

MAXWELL, BOB
Music With Melody

WWJ, Detroit, Mich.

MAXWELL, RUDY
WMVO, Mt. Vernon, Ohio

MAY, MIKE
WIMA, Lima, Ohio

MAYER, BILL
WTAM, Cleveland, Ohio

MAYFIELD, HAL
KFYO, Lubbock, Tex.

MAYHUGH, BILL
WOL, Washington, D. C.

MAYNARD, DAVE
WORL, Boston, Mass.

MAYNARD, JOE
KRCT, Baytown, Tex.

MAYO, BEN
WGAC, Augusta, Ga.

MEADERS, RAY
WXOK, Baton Rouge, La.

MEADOR, BOB
Session
WNLA, Indianola, Miss.

MEATH, ED
Musical Clock Open House
WHEC, Rochester, N. Y.

MELBY, LOYD
KLTZ, Glasgow, Mont.

MELTON, DAVE
KLIK, Jefferson City, Mo.

MELVIN, GEORGE
WKRK, Mobile, Ala.

MENKE, ED
WTOB, Winston Salem, N. C.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERCADO, BOB
KWKW, Pasadena, Cal.

MERCIER, RAY
WCSH, Portland, Me.

MERLIN, BOB
KVXO, Moorehead, Minn.

METCALF, TED
WJAR, Providence, R. I.

METTLER, BOB
KVKM, Monahans, Tex.

METZGER, DON
WMAM, Marinetta, Wis.

MEYERS, DON
WSPD, Toledo, Ohio

MICHAEL, BOB
WELM, Elmira, N. Y.

MICHAEL, JAY
WCAE, Pittsburgh, Pa.

MILES, BILL
Sunnyside Up
KDRS, Paragould, Ark.

MILLER, BILL
WMON, Montgomery, W. Va.

MILLER, BILL
KGGF, Coffeyville, Kans.

MILLER, ED
Bring Back the Bands
WLAN, Lancaster, Pa.

MILLER, G. B.
KJET, Beaumont, Tex.

MILLER, IRU
WRIT, Milwaukee, Wis.

MILLER, JAMES
WAJF, Decatur, Ala.

MILLER, NEIL
Please Play
KHUZ, Bowser, Tex.

MILLER, VIC
KOOK, Billings, Mont.

MILLER, ROSS
WTIC, Hartford, Conn.

MILNER, BOB
WKEL, Kewanee, Ill.

MILLS, DICK
KMA, Shenandoah, Iowa

MINIARD, JULIA E.
WATM, Atmore, Ala.

MINTZ, HERBIE
WLS, Chicago, Ill.

MITCHELL, BOB
WRAD, Radford, Va.

MITCHELL, JOE
KPOJ, Portland, Ore.

MITCHELL, JOHN
WHUB, Cookeville, Tenn.

MITCHELL, RAY
Bandstand
KYOR, Blythe, Cal.

MOCKBEE, WILLIAM
WDON, Wheaton, Md.

MOEHLER, BILL
KPQ, Wenatchee, Wash.

MOEN, JOHN
KRHD, Duncan, Okla.

MOHNKERN, LEN
WHHH, Warren, Ohio

MOHR, BOB
KUIN, Grants Pass, Ore.

MOISELLE, ED
WTSV, Claremont, N. H.

MOLASKEY, EDDIE
KODI, Cody, Wyo.

MOLINARO, LARRY
WNAR, Norristown, Pa.

MONACO, DEL
WJLL, Niagara Falls, N. Y.

MONROE, ART
Nightwatch
KSYL, Alexandria, La.

MONROE, JOE
KJOE, Shreveport, La.

MONSON, PAUL
WSPR, Springfield, Mass.

MONTGOMERY, BOB
WBIG, Greensboro, N. C.

MONTGOMERY, DEAN
WCCO, Minneapolis-St. Paul, Minn.

MONTGOMERY, PAUL
WNAO, Raleigh, N. C.

MOONEY, ROBERT
KFGT, Fremont, Neb.

MOONEY, FRAN
KNCM, Moberly, Mo.

MOORE, GORDON
WSMT, Sparta, Tenn.

MOORE, JACK
WPBC, Minneapolis, Minn.

MOORE, ROBERT
WTHI, Terre Haute, Ind.

MOORE, VIRGIL
WJAM, Marion, Ala.

MOORE, WYNN
WWNR, Beckley, W. Va.

MORELLI, HAL
KLAS, Las Vegas, Nev.

MORENO, BUDDY
WJJD, Chicago, Ill.

MORE, TOM
WNOX, Knoxville, Tenn.

MORGAN, HANK
WQXI, Atlanta, Ga.

MORGAN, MIKE
KGEZ, Kalispell, Mont.

MORGAN, ROBERT
WMBO, Auburn, N. Y.

MORGAN, SLIM
WGIL, Galesburg, Ill.

MORRIS, BILL
Brighter Side
WKAY, Glasgow, Ky.

MORRIS, BOB
WPTS, Pittston, Pa.

MORRIS, DON I.
K1HR, Hood River, Ore.

MORRIS, JESSIE
Swingship
WFPG, Atlantic City, N. J.

MORRIS, JOE
WAGS, Bishopville, S. C.

MORRIS, NOLIN
WGAP, Maryville, Tenn.

MORRIS, ROY
WAPO, Chattanooga, Tex.

MORRISSEY, BILL
WKBR, Manchester, N. H.

MORRISON, BOB
WXLW, Indianapolis, Ind.

MORRISON, TOM
KWIK, Pocatello, Idaho

MORROW, JACK
WIBC, Indianapolis, Ind.

MORSE, CLINT
WHYL, Carlisle, Pa.

MORTIMER, AL
WRAK, Williamsport, Pa.

MORTON, LOU
WQXI, Atlanta, Ga.

MOTT, RON
WPRS, Paris, Ill.

MOYLE, WILL
WVET, Rochester, N. Y.

MOYLEY, TOM
WHJB, Greensburg, Pa.
MUIR, GORDON
KIFI, Idaho Falls, Idaho
MULLALLAHY, DON
WWSC, Glens Falls, N. Y.
MULLARKEY, TOM
WBAP, Ft. Worth, Tex.
MULLEN, FRANK
WSNY, Schenectady, N. Y.
MULLENS, JACK
WVYO, Pineville, W. Va.
MULLER, TED
WBEC, Pittsfield, Mass.
MULLIS, WILBUR
WHAB, Baxley, Ga.
MUNDEN, GROVER
WMBL, Morehead, N. C.
MUNRO, JIM LEE
KVOM, Morrilton, Ark.
MURRAY, GEORGE
Make Believe Ballroom
KECK, Odessa, Tex.
MURRAY, HAL
WKAT, Miami Beach, Fla.
MURPHY, JACK
WCLL, Corning, N. Y.
MURPHY, HARVEY
WJNO, W. Palm Beach, Fla.

— N —

NAFUS, MARV
Top Twenty
WKCT, Bowling Green, Ky.
NAJAMEY, ABE
WLAD, Danbury, Conn.
NASH, MURL
KTTR, Rolla, Mo.
NAVA, MILT
KWKW, Pasadena, Cal.
NEDIN, DICK
WKNY, Kingston, N. Y.
NEILAN, RAY
Musical Showcase
WKNB, New Britain, Conn.
NELLES, MARV
WSAU, Wausau, Wis.
NELSKOG, WALLY
KJR, Seattle, Wash.
NELSON, ART
KLIF, Dallas, Tex.
NELSON, BILL
WANA, Anniston, Ala.
NELSON, DON
Plantation Party
WQUA, Moline, Ill.
NELSON, ED
KTOE, Mankato, Minn.
NELSON, FORD
WDIA, Memphis, Tenn.
NELSON, JAY
WRIT, Milwaukee, Wis.
NELSON, LOU
WGH, Norfolk, Va.
NELSON, WHITNEY
KJET, Beaumont, Tex.
NESBITT, J. T.
WFIG, Sumter, S. C.
NESMITH, FRANK J.
KCOY, Santa Maria, Cal.
NESTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.
NEVINS, ELLIOT
Make Mine Music
WKNY, Kingston, N. Y.
NEWLAND, BILL
Hotcakes & Coffee
KONP, Port Angeles, Wash.
NEWSOME, GIL
KWK, St. Louis, Mo.
NICHOLS, BOB
Blues 'N Boogie
WPAL, Charleston, S. C.
NICHOLS, HAROLD
KVOM, Morrilton, Ark.
NICHOLSON, JAMES
WMGW, Meadville, Pa.
NILSEN, ANDREW
KERG, Eugene, Ore.
NICKSON, NICK
WBFB, Rochester, N. Y.

NIXON, MILT
Teen-O-Rama
WDRF, Chester, Pa.
NOBLE, AL
KQV, Pittsburgh, Pa.
NOBLE, GAIL
KCGM, Albuquerque, N. Mex.
NOEL, JACK
WTTT, Bloomington, Ind.
NORDINE, JACK
WADP, Kane, Pa.
NORMAN, ALAN
WFDF, Flint, Mich.
NORMAN, BOB
WHAY, New Britain, Conn.
NORMAN, HAL
KRIC, Beaumont, Tex.
NORTON, LEE
KPRC, Houston, Tex.
NOVAK, DICK
KPOJ, Portland, Ore.
NOVAK, TOM
WOC, Davenport, Iowa
NUSHBAUM, MORT
The Mort Nushbaum Show, WBFB,
Rochester, N. Y.

— O —

OAKES, JAMES
WTCR, Ashtand, Ky.
O'BANNON, GENE
Music for Mom
KITE, San Antonio, Tex.
O'CONNELL, BILL
WBET, Brockton, Mass.
O'HARA, BILL
KSTN, Stockton, Cal.
O'HARA, JIM
WOKY, Milwaukee, Wis.
O'LEARY, JIM
KCBQ, San Diego, Cal.
O'MALLEY, DENNIS
WMYB, Myrtle Beach, S. C.
O'NAN, PAT
WNN, Louisville, Ky.
O'NEILL, JIM
KOWH, Omaha, Neb.
ORUM, BILL
KGWA, Enid, Okla.

— P —

PACK, BILL
WBHB, Fitzgerald, Ga.
PAGE, DAVE
KIRO, Seattle, Wash.
PAGE, FRANK
KWKH, Shreveport, La.
PAGE, LARRY
WTOC, Savannah, Ga.
PAGE, PHILIP
KPH, Wichita, Kans.
PAINTER, FRANK
WBLJ, Dalton, Ga.
PAIT, ANGUS
WEWO, Laurinburg, N. C.
PALL, ROY
WROY, Carmi, Ill.
PALMER, DUKE
Morning Show
KROB, Brownsville, Tex.
PAOLANGELI, RUDY
WKRT, Cortland, N. Y.
PARKER, BILL
Melody Time
KAUS, Austin, Minn.
PARKER, EDDIE
WKGK, Knoxville, Tenn.
PARINSON, BOB
KPDN, Pampa, Tex.
PARKS, BILL
KRDU, Dinuba, Cal.
PARMELEE, CHUCK
WSPD, Toledo, Ohio
PARRISH, WEBBER
WNAH, Nashville, Tenn.
PARSONS, BRUCE
WBRN, Big Rapids, Mich.
PARSONS, KEN
KCLA, Pine Bluff, Ark.
PASQUALI, JOE
WVSC, Somerset, Pa.

PASSONS, BILL
WSMT, Sparta, Tenn.
PATRICK, GEO.
KOEL, Oelwein, Iowa
PATRICK, JOHN
WDOT, Burlington, Vt.
PAUL, DON
WSCR, Scranton, Pa.
PAYNE, BRUCE
Jazz Unlimited
WBCO, Bessemer, Ala.
PEARS, TOM
KVOL, Lafayette, La.
PEARSON, BOB
KNGS, Hanford, Cal.
PEARSON, WALTER M.
WFGV, Enquay Springs, N. C.
PELGER, FRED A.
KYUM, Yuma, Ariz.
PENDERGAST, HAROLD
KTXJ, Jasper, Tex.
PENNUELL, LEWIS
WMTS, Murfreesboro, Tenn.
PERKINS, RAY
KIMN, Denver, Col.
PERRY, BOB
KMTS, Santa Barbara, Cal.
PERRY, BOB
Big Ten Show
WQAM, Miami, Fla.
PERRY, GENE
WMPM, Pascagoula, Miss.
PERRY, JERRY
WFNS, Burlington, N. C.
PERRY, JOE
KIX, Oakland, Cal.
PERRY, DON
WEOK, Poughkeepsie, N. Y.
PETERSON, FRED
KMOD, Modesto, Cal.
PETERSON, ROLFE B.
KSL, Salt Lake City, Utah
PETTIT, DICK
WLAG, LaGrange, Ga.
PFEILAU, NICK
Teen Frolics
WTRR, Sanford, Fla.
PHELAN, TOM
Dream Time
WICH, Norwich, Conn.
PHILLIPS, BILL
WHAX, Wilkes-Barre, Pa.
PHILLIPS, DEWEY
WHBQ, Memphis, Tenn.
PHILLIPS, JAMES
WFAH, Alliance, Ohio
PHILLIPS, JERRY
KBNZ, La Junta, Col.
PHILIPPSON, JOE
KIOA, Des Moines, Iowa
PIATT, GENE
KFLO, Sioux Falls, S. D.
PIERCE, ALLEN
WGLS, Decatur, Ga.
PIERCE, ART
Morning Show
WEAV, Plattsburg, N. Y.
PIERSON, KEN
KSDA, Redding, Cal.
PIPER, DON R.
KDAC, Ft. Bragg, Cal.
PIKE, DICK
WNOP, Newport, Ky.
PILCHER, BEV
The Farmer's Daughter
KRTV, Hillsboro, Ore.
PINNER, JOE
WHIT, New Bern, N. C.
PINTO, JACK
WBUO, Trenton, N. J.
PITTMAN, CHUCK
WJAY, Mullins, S. C.
PLEDGER, DOUG
KNBC, San Francisco, Cal.
PODEM, MARVIN
WGAU, Athens, Ga.
POER, JOHNNY
WVOK, Birmingham, Ala.
POLAND, SAM
Clockwatchers
WCHS, Charleston, W. Va.
POLK, BILL
WBAW, Barnwell, S. C.

POOLE, BOB
 WBIG, Greensboro, N. C.
POTOCKY, PAUL
 WTOD, Toledo, Ohio
POTTER, PETER
 KLAC, Los Angeles, Cal.
POWELL, BILL
 WTTB, Vero Beach, Fla.
POWELL, BILL
 WILY, Pittsburgh, Pa.
POWELL, RALEIGH
 WROL, Knoxville, Tenn.
POWERS, DON
 The Hitchhiker
 WBML, Macon, Ga.
POWERS, RALPH
 KRNT, Des Moines, Iowa
PRATHER, BOB
 Country Hayride
 WMDC, Hazlehurst, Miss.
PRESCOTT, NORM
 WBZ, Boston, Mass.
PRICE, SAM
 WPMP, Pascagoula, Miss.
PROTER, CHARLIE
 Record Session
 KIRX, Kirksville, Mo.
PRYOR, BILL
 WNEF, Binghamton, N. Y.
PRYOR, HARLEY
 KFXJ, Grand Junction, Col.
PUGH, CARL
 Waynesboro, Ga.
PUGH, CHUCK
 WMBG, Richmond, Va.
PUDNEY, EARLE
 WGY, Schenectady, N. Y.
PULLEN, LEN
 Rise & Shine
 WKNY, Kingston, N. Y.

— Q —

QUAVE, MACKIE
 In the Groove
 WIS, Columbia, S. C.
QUIMBY, JOHN
 KRNO, San Bernardino, Cal.

— R —

RADKA, AL
 KFRE, Fresno, Cal.
RAE, BOB
 Make Mine Music
 KBIS, Bakersfield, Cal.
RAIFORD, BOB
 WBT, Charlotte, N. C.
RAINEY, BUD
 WSPR, Springfield, Mass.
RAINEY, REX
 WBIR, Knoxville, Tenn.
RAMSEY, RAY
 WHR, Danville, Ky.
RANDLE, BILL
 WCBS, New York, N. Y.
RANDLE, BILL
 WERE, Cleveland, Ohio
RAPER, JIMMY
 WCNC, Elizabeth City, N. C.
RASBERRY, CHARLIE
 Musical Roundup
 KDRS, Paragould, Ark.
RASHLEIGH, WARREN
 KAKE, Wichita, Kans.
RAST, MIKE
 WCOS, Columbia, S. C.
RATLIFF, DANIEL
 WRPB, Warner Robins, Ga.
RAU, CHRIS
 KSI, Sedalia, Mo.
RAWLINGS, TOM
 KVL, Alpine, Tex.
RAY, BILL
 WADE, Wadesboro, N. C.
RAY, BOB
 KAFY, Bakersfield, Cal.
REAU, DAVE
 KEYD, Minneapolis, Minn.
RECTOR, BRUCE
 WRUN, Utica, N. Y.
RECTOR, GABBY
 KLIK, Jefferson City, Mo.

REED, MITCH
 WOR, New York, N. Y.
REEVES, CARL
 KGGF, Coffeyville, Kans.
REID, BILL
 WDOK, Cleveland, Ohio
REID, KERMIT
 KSDA, Redding, Cal.
REILLY, ED
 WBRV, Waterbury, Conn.
REISING, KEITH
 Open House
 WLRP, New Albany, Ind.
REYHER, BOB
 KCRT, Trinidad, Colo.
REYNOLDS, GENE
 WBAP, Ft. Worth, Tex.
REYNOLDS, RONNY
 KCVR, Lodi, Cal.
REZTOR, JOHN
 WPF, Middletown, Ohio
RHODARMER, SCOTTY
 WWNC, Asheville, N. C.
RICE, RICK
 Breakfast Club
 KSEM, Moses Lake, Wash.
RICH, BOB
 WAHR, Miami Beach, Fla.
RICHARDS, BOB
 WAZL, Hazleton, Pa.
RICHARDSON, BRUCE
 WROK, Rockford, Ill.
RICHBOURG, JOHN
 Record Parade
 WLAC, Nashville, Tenn.
RICHARDS, REESE
 WTAG, Worcester, Mass.
RICKENBACKER, ACE
 WORD, Spartanburg, S. C.
RICKMAN, BOB
 Coffee Shop
 WFTC, Kinston, N. C.
RIDDLE, MEL
 KXOB, Stockton, Cal.
RIED, FRANK
 Off the Record
 WTAN, Clearwater, Fla.
RIEDY, BOB
 Novelty Shop
 KGFV, Kearney, Neb.
RIGGLE, JOHN
 KVRC, Arkadelphia, Ark.
RIGGS, TOMMY
 WCAE, Pittsburgh, Pa.
RILEY, SMILEY
 WAPL, Appleton, Wis.
ROBBINS, JERRY
 KTRF, Thief River Falls, Minn.
ROBBINS, JOHN
 WINX, Rockville, Md.
ROBERTS, ART
 KTBB, Tyler, Tex.
ROBERTS, CHUCK
 WDOR, Sturgeon Bay, Wis.
ROBERTS, DON
 WKNE, Keene, N. H.
ROBERTS, FRANK
 KXGI, Ft. Madison, Iowa
ROBERTS, JAY
 KTHS, Little Rock, Ark.
ROBERTS, JOE
 KRRV, Sherman, Tex.
ROBERTS, JIM
 Homeward Bound
 WHBC, Canton, Ohio
ROBERTS, LEN
 KNMC, Moberly, Mo.
ROBERTS, PAUL
 KERN, Bakersfield, Cal.
ROBERTS, PHIL
 WGEZ, Beloit, Wis.
ROBERTS, STAN
 WTOW, Towson, Md.
ROBERTS, WARREN
 Coffee Club
 WEAS, Decatur, Ga.
ROBERTSON, AL
 KGYW, Vallejo, Cal.
ROBINSON, BILL
 WILE, Cambridge, Ohio
ROBINSON, BOB
 WW@C, Manitowoc, Wis.

ROCKETT, CONLEY
 WLTC, Gastonia, N. C.
ROCKETT, BILL
 KWHP, Cushing, Okla.
RODEWALD, DAN
 KWSO, Wasco, Cal.
RODGERS, CHET
 KTRX, Bellaire, Ohio
ROEHR, DUANE
 Jukebox Serenade
 KBMX, Coalinga, Cal.
ROGERS, ARNOS
 WBGR, Jessup, Ga.
ROGERS, GEORGE
 WQSN, Charleston, S. C.
ROGERS, LEW
 WNRI, Woonsocket, R. I.
ROGER, JOE
 KARK, Little Rock, Ark.
ROSE, PHIL
 KCRC, Enid, Okla.
ROSE, RONALD
 KSDA, Redding, Cal.
ROSS, BILL
 WIOD, Miami, Fla.
ROSS, BOB
 WHBO, Tampa, Fla.
ROSS, JERRY
 WDWS, Champaign, Ill.
ROSS, LANNY
 Lanny Ross Show, WCBS
ROSS, LARRY
 KGAE, Salem, Ore.
ROSSEAN, MAX L.
 KJAN, Atlantic, Iowa
ROSSITER, FRANK
 Music Shop
 WKAN, Kankakee, Ill.
ROTHMAN, LEE
 WKOW, Madison, Wis.
ROUNTREE, GEORGE
 Music 'N Stuff
 KVLH, Paula Valley, Okla.
ROUSH, SIGEL
 WTHI, Terre Haute, Ind.
ROWE, KEN
 WOAI, San Antonio, Tex.
ROWLAND, JOHN L.
 WBRO, Waynesboro, Ga.
ROWZIE, JACK
 WWDC, Washington, D. C.
ROY, TOM
 WKLA, Ludington, Mich.
RUARK, DAVE
 WGNI, Wilmington, N. C.
RUCKER, REX
 WEAT-TV, W. Palm Beach, Florida
RUGGLES, DON
 KRES, St. Joseph, Mo.
RUIZ, JAY
 KSUN, Bisbee, Ariz.
RUNCK, HOWARD
 KVFC, Cortez, Col.
RUSH, CHARLES
 WTYN, Tryon, N. C.
RUSSELL, BARCLAY
 WOAI, San Antonio, Tex.
RUSSELL, ROG
 KELO, Sioux Falls, S. D.
RUSSELL, MIKE
 KCOV, Corvallis, Ore.
RUSSELL, WEBB
 KGW, Portland, Ore.
RUZA, JOHN
 WFCB, Dunkirk, N. Y.
RUTLEDGE, JIM
 Wax Works
 WETU, Wetumpka, Ala.
RUTLEDGE, NED
 WHVR, Hanover, Pa.
RYAN, DAN
 BBBW, Youngstown, Ohio
RYAN, JOE
 WALL, Middletown, N. Y.
RYAN, JERRY
 KFKA, Greeley, Colo.
RYAN, PAT
 WPTB, Albany, N. Y.
RYAN, JACK
 WHUM, Reading Pa.
RYEL, FLOYD
 WICA, Ashtabula, Ohio

— S —

- SADLER, JERRY
WTPS, New Orleans, La.
- SADLON, EARL
WBUT, Butler, Pa.
- SALAMON, MIKE
WISR, Butler, Pa.
- SAMUELSON, ORION
WHBY, Appleton, Wis.
- SANCHEZ, PACO
KFCS, Denver, Colo.
- SANDERS, HANK
KBLO, Hot Springs, Ark.
- SANDERS, LEON
KDET, Center, Tex
- SANDSTROM, JACK
Music For You
WADP, Kane, Pa.
- SARAGUSA, JOE
KWTX, Waco, Tex.
- SARGENT, KENNY
KLIF, Dallas, Tex.
- SAUNDERS, AL
WSBA, York, Pa.
- SAUNDERS, EDDY
WVKO, Columbus, Ohio
- SCHMEER, BILL
WAZL, Hazleton, Pa.
- SCHOCH, JACK
WLYC, Williamsport, Pa.
- SCHOLZ, BOB
WBEL, Rockford, Ill.
- SCHRECKENGOST, TOM
WACB, Kitauing, Pa.
- SCHREINER, RAY
WRNL, Richmond, Va.
- SCHRIMSHER, DON
KSST, Sulphur Springs, Tex.
- SCHULTZ, DICK
WLOX, Biloxi, Miss.
- SCHULZE, JIM
Themes for Dreams
KTHS, Little Rock, Ark
- SCHWAG, BOB
Sandman Serenade
WGA, Gainesville, Ga
- SCHOFIELD, LEEDS
WAEB, Allentown, Pa.
- SCOTT, DAVE
WIBX, Utica, N. Y.
- SCOTT, JACK
KPDN, Pampa, Tex.
- SCOTT, JIM
KECK, Odessa, Tex.
- SCOTT, JOHN
WEL, Boston, Mass
- SCOTT, KEN
WAPI, Birmingham, Ala.
- SCOTT, SID
WGSW, Huntington, N. Y.
- SEAY, JIM
WNOK, Columbia, S. C.
- SEANEY, JAMES E.
WDZ, Decatur, Ill.
- SELLERS, WILLIAM A. Jr.
WVFG, Fuquay Springs, N. C.
- SENEKER, TONY
WMVG, Milledgeville, Ga.
- SERGANT, NEIL
KYAS, Astoria, Ore.
- SERVEL, CARL
Western Caravan
WMIK, Middleboro, Ky
- SESMMA, CHICO
KOWL, Santa Monica, Cal.
- SETZER, ARNOLD L.
WHKY, Hickory, N. C.
- SEXTON, AMES
WISP, Kingston, N. C.
- SHADBURN, BILL
WJAZ, Albany, Ga.
- SHADER, RAY
WLET, Tooeva, Ga.
- SHARPE, BILL
KBKI, Alice, Tex.
- SHARMAN, CHARLES
WSPH, Sarasota, Fla.
- SHARP, B. A.
WCJU, Columbia, Miss.
- SHARPE, ED
WGST, Atlanta, Ga.
- SHAW, AL
KHUM, Eureka, Cal
- SHAW, JOHNNY
WVOK, Charlotte, N. C.
- SHAW, ROBERT G.
WHAI, Greenfield, Mass.
- SHELDON, GEORGE
WCHV, Charlottesville, Va
- SHELLER, LE ROY
Disc 'N' Data
WDMJ, Marquette, Mich.
- SHEPHERD, JAY
KTSA, San Antonio, Tex.
- SHERIDAN, PHIL
WJL, Philadelphia, Pa.
- SHERIFF, BOB
KSOP, Salt Lake City, Utah
- SHERMAN, CLARENCE
KRWC, Forest Grove, Ore.
- SHERMAN, GENE
WTTT, Bloomington, Ind
- SHERWOOD, DON
KSFO, San Francisco, Cal
- SHEVLIN, BOB
WDL, Port Jervis, N. Y.
- SHELD, MIKE
Just For You
WMIX, Mt. Vernon, Ill.
- SHOR, MARK
KAWT, Douglas, Ariz.
- SHORR, MICKEY
WJBK, Detroit, Mich.
- SHOWMAN, HAROLD
WETZ, New Martinsville, W. Va.
- SHRIVER, BOB
KOA, Denver, Colo.
- SHRIVER, HARRY
WFTC, Kingston, N. C.
- SHRUM, CAL
WMAV, Springfield, Ill.
- SHURTZ, ROBERT C.
WHAK, Rogers City, Mich
- SIEVERS, FRANK
KCTI, Gonzales, Tex
- SIGMON, BARNEY
WHKY, Hickory, N. C.
- SINCLAIR, CHARLIE
WMEV, Marion, Va.
- SINGER, SANDY
KCRG, Cedar Rapids, Iowa
- SIMMONS, HAL
KIT, Yakima, Wash
- SIMMONS, JACK
WHYL, Carlisle, Pa.
- SIMPSON, GEORGE
WJNO, W. Palm Beach, Fla.
- SIMPSON, GOODWIN
KVMC, Colorado City, Tex
- SIMPSON, HERSHEL
KIHN, Hugo, Okla.
- SKELTON, EDDIE
WMCH, Church Hill, Tenn.
- SKOOG, HERB CARL
KONO, San Antonio, Tex
- SMALL, TOMMY
Dr. Jive Show
WWRL, New York, N. Y.
- SMART, EDDIE
WOOF, Dothan, Ala
- SMITH, BILL
KWEL, Weiser, Idaho
- SMITH, CLIFF
WCMT, Ashland, Ky.
- SMITH, CY
KRNO, San Bernardino, Cal
- SMITH, DICK
Record Breaker
WORC, Worcester, Mass
- SMITH, DON
KLIZ, Brainerd, Minn.
- SMITH, FRED
Best on Wax
KTXJ, Jasper, Tex.
- SMITH, HUGH
The Old Clockwatcher
KOGT, Orange, Tex.
- SMITH, JACK
KTKR, Taft, Cal.
- SMITH, JERRY
KGVO, Missoula, Mont.
- SMITH, JIM
KLOU, Lake Charles, La.
- SMITH, JOE
WVDA, Boston, Mass.
- SMITH, LYTEL
Night Train
WBMA, Beaufort, N. C.
- SMITH, MILTON
WMBM, Miami Beach, Fla.
- SMITH, PAUL
KDYL, Salt Lake City, Utah
- SMITH, RAY
WAAG, Adel, Ga.
- SMITH, WILLIAM B.
Record Hop
KSMO, Salem, Mo.
- SMYTHE, PETE
KOA, Denver, Colo
- SONDOCK, MAL
KIENS, San Antonio, Tex.
- SONGER, DANNY
WGCH, Marion, Ill.
- SORENSEN, KEN
Best on Wax
WDUZ, Green Bay, Wis.
- SOUTHWICK, TOREY
WAKR, Akron, Ohio
- SOUTHWICK, TOREY
KMBC, Kansas City, Mo.
- SPARR, BILL
WRAD, Radford, Va.
- SPANN, OWEN
WTOB, Winston Salem, N. C.
- SPANGLER, BILLY
WFRX, W. Frankfort, Ill
- SPARKS, KEN
WKBL, Covington, Tenn.
- SPENCER, JACK
KLAN, Renton, Wash.
- SPEIGHTS, TERRY
WBKH, Hattiesburg, Miss.
- SPEIRS, DON
WAML, Laurel, Miss.
- SPIVEY, TED
WCMS, Norfolk, Va.
- SPRINGER, ED
WKJK, Leonardtown, Md
- SQUIRES, ALONSO G.
WNAO, Raleigh, N. C.
- STAFFORD, D. E.
WIMO, Winder, Ga.
- STAHL, JAMES D.
WFTM, Maysville, Ky
- STALLINGS, DUD
KNED, McAlester, Okla
- STANLEY, JIM
WWIN, Baltimore, Bd.
- STANLEY, MIKE
WJOC, Jamestown, N. Y.
- STANLEY, ROY
KWBB, Wichita, Kans.
- STARR, RAY
WJAN, Spartanburg, S. C.
- STAUB, JOHN
WARK, Hagerstown, Md.
- STELL, BILL
WJWS, South Hill, Va
- STEPHENS, MAXIE
WRJW, Peayune, Miss.
- STERLIN, MIKE
KNCO, Garden City, Kan.
- STEVENS, CHUCK
WBNY, Buffalo, N. Y.
- STEVENS, DON
Music Before Midnight
WBRE, Wilkes-Barre, Pa
- STEVENS, TOMMY
WIKC, Bogalusa, La
- STEVENS, WAYNE
KALB, Alexandria, La.
- STEWART, AL
KXRA, Alexandria, Minn.
- STEWART, CAL
WOWO, Fort Wayne, Ind
- STEWART, CHARLES
College Parade
KFAL, Fulton, Mo.
- STEWART, DON
WEKY, Richmond, Ky.
- STEWART, JIM
WEOA, Evansville, Ind.
- STEWART, JIMMIE
WQSN, Charleston, S. C.
- STEWART, JOHN
Spins & Needles
WKOP, Binghamton, N. Y.
- STEWART, JOHNNY
WGIG, Brunswick, Ga.

STILES, DANTON
WCTC, New Brunswick, N. J.
STITT, WAYNE
WHB, Kansas City, Mo.
STOGNER, EARL
WDVA, Danville, Va.
STOKES, AL
WARN, Fort Pierce, Fla.
STOKES, ED
Best Sellers
WMGM, New York, N. Y.
STOKKE, DICK
KJR, Seattle, Wash.
STONE, AL
WCSC, Charleston, S. C.
STONE, DAVE
KDAV, Lubbock, Tex.
STONE, LINDA LOU
Western Sevenside
WGB, Harrisburg, Pa.
STOREY, BOB
WGL, Fort Wayne, Ind.
STORY, RALPH
KNY, Los Angeles, Cal.
STOWE, CHUCK
Platter Parade
WAUD, Auburn, Ala.
STRADER, TED
Smilin' Time
WMI, Mt. Vernon, Ill.
STRATTON, JIM
KSP, Stillwater, Okla.
STRONG, JERRY
WMAL, Washington, D. C.
STRIBLING, CHARLIE
Music, Sweet & Lovely
KXRX, San Jose, Cal.
STRIBLING, RALPH
WLAU, Laurel, Miss.
STUART, GENE
WNTM, Vero Beach, Fla.
STURIZ, HOWIE
WDLB, Marshfield, Wis.
SULLIVAN, TERRY
Easy Does It
WBEC, Pittsfield, Mass.
SURRELL, JACK
Top of the Town
WXYZ, Detroit, Mich.
SUMMERRISE, BOB
KTAC, Tacoma, Wash.
SUMNER, MARK
WFVA, Fredericksburg, Va.
SUTTON, SCOTT
SMER, Jacksonville, Fla.
SULIK, LEN
Moods in Modern Music
WGBB, Freeport, L. I., N. Y.
SWAIN, HAMPTON
The Night Rider
WBML, Macon, Ga.
SWANSON, ALDY
KROX, Crookston, Minn.
SWANSON, FRED
Nite Watch Man
WHAY, New Britain, Conn.
SWARTZ, LARRY
Design for Listening
WRAK, Williamsport, Pa.
SWEENEY, BILL
KFRG, San Francisco, Cal.
SWICEGOOD, ADRIAN
The Night Hawk Show
WHED, Washington, N. C.
SWIFT, AL
KXLE, Ellensburg, Wash.
SWINDLE, O. G.
WIMO, Winder, Ga.
SYLVESTER, J. L.
KVPL, Ville Platte, La.
SYMONS, JIM
WLDS, Jacksonville, Ill.
SZMYD, EMIL
WKY, Evansville, Ind.

— T —

TABELLE, LARRY
KVEC, San Luis Obispo, Cal.
TAPLAN, TAP
WEBR, Buffalo, N. Y.
TARRIAN, LARRY
WACE, Springfield, Mass.

TASKER, JOE
WKNB, New Britain, Conn.
TATUM, EDDIE
WHEE, Martinsville, Va.
TAYLOR, AL
KMJ, Fresno, Cal.
TAYLOR, BILL
Morning in Magic Valley
KEEF, Twin Falls, Idaho
TAYLOR, GENE
KGYW, Vallejo, Cal.
TAYLOR, JOHN
KIFI, Idaho Falls, Idaho
TAYLOR, SANDY
The Ballroom
WSNY, Schenectady, N. Y.
TAYLOR, SAMMY
KWJJ, Portland, Ore.
TAYLOR, TED
KGFL, Roswell, N. Mex.
TECHUMY, GEORGE J.
KTKR, Taft, Cal.
TERRY, BILL
KLIX, Twin Falls, Idaho
THAYER, JACK
WTCN, Minneapolis, Minn.
THOMAS, BERNIE
KDEF, Albuquerque, N. Mex.
THOMAS, DAVID
WDAF, Kansas City, Mo.
THOMAS, GORDON
WWPA, Williamsport, Pa.
THOMAS, JERRY
KNOK, Fort Worth, Tex.
THOMAS, LAUREL
KBEL, McCook, Nebr.
THOMAS, MITCH
WDAS, Philadelphia, Pa.
THOMAS, RAY
WHAN, Charleston, S. C.
THOMAS, RIC
KXL, Portland, Ore.
THOMAS, ROBERT
WEMF, Milwaukee, Wis.
THOMAS, RUFUS
WDIA, Memphis, Tenn.
THOMAS, VAL
Melody Circus
WGAY, Silver Spring, Md.
THOMPSON, BOB
KWCO, Chickasha, Okla.
THOMPSON, DICK
KPUG, Bellingham, Wash.
THOMPSON, FRANK
KFMB, San Diego, Cal.
THOMPSON, GENE
KROC, Rochester, Minn.
THOMPSON, JERRY
WLAY, Muscle Shoals, Ala.
THORSEN, ROY
KISD, Sioux Falls, S. D.
THORNTON, BILL
KRLW, Walnut Ridge, Ark.
THORNTON, WALLY
KELP, El Paso, Tex.
THURMAN, WALTER
WMBD, Peoria, Ill.
THURSTEN, DON
Starlight Serenade
WSTU, Stuart, Fla.
TILEY, JACK
KBIS, Bakersfield, Cal.
TOBIE, MIKE
WICA, Ashtabula, Ohio
TOMLINSON, CLAUDE
WVVK, Knoxville, Tenn.
TOTTEN, VERN
KXLF, Butte, Mont.
TOWNE, GORDON
WBSR, Pensacola, Fla.
TRAP, BILL
WKBZ, Muskegon, Mich.
TREBOR, BOB
WVET, Rochester, N. Y.
TREGALLAS, JACK
KLAN, Renton, Wash.
TRELA, JOE
WKAL, Rome, N. Y.
TRENT, GEORGE
WAGA, Atlanta, Ga.
TRIPP, PETER
WHE, Kansas City, Mo.
TROTTER, PEARL
KHEM, Monticello, Ark.

TRUEHART, GEORGE
KDBS, Alexandria, La.
TRUSSELL, CHARLIE
KXEL, Waterloo, Iowa
TUCKER, GORDON
Tunes for Teens
WCOV, Montgomery, Ala.
TUCKER, LANE
Rhythm & Blues
WABG, Greenwood, Miss.
TUCKER, TOM
WRAL, Raleigh, N. C.
TURNER, DUKE
KITO, San Bernardino, Cal.
TURNER, GENE
WMOF, Ocala, Fla.
TURNER, JACK
WRNY, Rochester, N. Y.
TURNER, LEM
WNAX, Yankton, S. D.
TURPIN, MIKE
WFAI, Fayetteville, N. C.
TYLER, BILL
WGVM, Greenville, Miss.

— U —

UNDERWOOD, JAMES
WPRT, Perry, Fla.
USHER, DAN
KWJJ, Portland, Ore.

— V —

VAIL, KIT
WKTY, La Crosse, Wis.
VANCE, SID
KYOS, Merced, Cal.
VANDAGRIFF, CHARLES
KBKI, Alice, Texas
VANDERHOOF, BRUCE
KING, Seattle, Wash.
VANSANT, DAVE
WLDB, Atlantic City, N. J.
VAUGHN, BOB
WSPA, Spartanburg, S. C.
VAUGHN, JOE
WTVN, Columbus, Ohio
VAUGHN, REESE
WAUG, Augusta, Ga.
VENTURINO, DICK
KQVR, Lodi, Cal.
VICKERY, JEAN
WKLY, Hartwell, Ga.
VINCENT, NORMAN
WBOF, Virginia Beach, Va.
VINSON, JIMMIE
WMAZ, Macon, Ga.
VOIGT, DON
WLTC, Gastonia, N. C.
VROMAN, JOHN
Yawn Patrol
WPKY, Frankfort, Ky.

— W —

WADE, R. B.
WBLE, Batesville, Miss.
WAGER, MAX
KGFH, Flagstaff, Ariz.
WAGNER, ANN
Make Mine Music
WFBM, Indianapolis, Ind.
WAGNER, JACK
KHJ, Los Angeles, Cal.
WAGNER, LEWIS F.
WBEX, Chillicothe, Ohio
WAIN, NORMAN
WDOK, Cleveland, Ohio
WALKER, BOB
WCLO, Janesville, Wis.
WALKER, JACK
WOV, New York, N. Y.
WALLACE, DON
KTUL, Tulsa, Okla.
WALLACE, DON
WJRD, Tuscaloosa, Ala.

WALLACE, JACK
KBWD, Brownwood, Tex.

WALTERS, BILL
Easy Listening

WIDUZ, Green Bay, Wis.

WALTERS, CLEM
WHWL, Nanticoke, Pa.

WAMBACH, PETE
WCMB, Harrisburg, Pa.

WANKE, HUGH
Morning Musical Clock
WCAO, Baltimore, Md.

WARD, DARON
WGBR, Goldsboro, N. C.

WARD, DEL
WNEB, Macon, Ga.

WARD, HUGH
WBEU, Beaufort, S. C.

WARD, JIM
WILK, Wilkes-Barre, Pa.

WARD, PAUL
Spins & Needles
KBOY, Medford, Ore.

WARD, TOM
KBIZ, Ottumwa, Iowa

WARNOCK, DON
KSIK, Sedalia, Mo.

WATERS, AL
WHEB, Benton Harbor, Mich.

WATTS, CHARLES
WKBL, Covington, Tenn.

WAX, JERRY
WALL, Middletown, N. Y.

WARNER, HUB
Album Of Stars
KOKT, Grangeville, Idaho

WARREN, CARL
Guest Time
MBS

WATKINS, PETE
WPNX, Phenix City, Ala

WAYNE, BERNIE
Composer, Author, Director, Free-
Lance

WAYNE, CHUCK
KVSM, San Mateo, Cal.

WEATHERALL, BOB
KXIC, Iowa City, Iowa

WEAVER, BEN T., JR.
KRUL, Corvallis, Ore.

WEAVER, BOB
KXO, El Centro, Cal.

WEBSTER, DOC
WJTN, Jamestown, N. Y.

WEBSTER, JAMES
WCUM, Cumberland, Md.

WEBSTER, JOE
WDRL, Springfield, Tenn.

WEBSTER, KURT
WAVY, Portsmouth, Va.

WEIDENAAR, CLAIR
KMO, Tacoma, Wash.

WEEMS, BOB
WEPG, Atlantic City, N. J.

WEISS, RICHARD R.
Red, Hot & Blue
WGRA, Columbus, Ga.

WELLS, BILL
WQAM, Miami, Fla.

WELLS, BOB
Wax Warehouse
KLMS, Lincoln, Neb.

WELLS, RAY
WJMS, Ironwood, Mich.

WENDLANDT, LEW
WPLY, Plymouth, Wis.

WENTLING, MALCOLM
Tunes On Trail
KBTO, El Dorado, Kan.

WESSNER, LEE
WISC, Madison, Wis.

WEST, BOB
WSOY, Decatur, Ill.

WEST, LEE
KFJB, Marshalltown, Iowa

WESTCOTT, GEORGE
KNOB, Stockton, Cal.

WESTCOTT, HARRY
WHUM, Reading, Pa.

WESTER, BOSTIC
KLAS, Las Vegas, Nev.

WESTMORELAND, HORACE
WPAQ, Mt. Airy, N. C.

WESTON, JAMES
WTRB, Ripley, Tenn.

WHEELER, BILL
WFEU, Reading, Pa.

WHEELER, DON
Bankstand
WFKY, Frankfort, Ky.

WHITE, BILL
KTMBS, Santa Barbara, Cal.

WHITE, FRED
KCMS, Sacramento, Cal.

WHITE, MORGAN
KVNJ, Logan, Utah

WHITE, JAMES T.
KVOA, Tucson, Ariz.

WHITE, JOE
KPOL, Los Angeles, Cal.

WHITE, MAURICE
KGHL, Billings, Mont.

WHITAKER, JACK
KALL, Salt Lake City, Utah

WHITCOMB, BOB
WGRD, Grand Rapids, Mich.

WHITAKER, DAVE
KLRB, Mountain Grove, Mo.

WHITEN, WILL
WRDQ, Augusta, Me.

WHITTINGHILL, DICK
KMPG, Los Angeles, Cal.

WHITTESEY, HAL
KRYC, Corona, Cal.

WIDDER, DAVID
WDAF, Kansas City, Mo.

WIDMAN, SEV
WTCN, Minneapolis, Minn.

WIEDER, TED
WIOL, Allentown, Pa.

WIETING, MARGE
WFIL, Philadelphia, Pa.

WILDER, LEE
WMBR, Middleboro, Ky.

WILLARD, DICK
Mutual Matinee, Easy Does It
MBS

WILLIAMS, CARL
WROL, Knoxville, Tenn.

WILLIAMS, DICK
KANS, Wichita, Kans.

WILLIAMS, DON
WLDL, Atlantic City, N. J.

WILLIAMS, ED
WCPM, Cumberland, Ky.

WILLIAMS, GENE
WENK, Union City, Tenn.

WILLIAMS, JIMMIE
WNOP, Newport, Ky.

WILLIAMS, KAY
WFIAT, Philadelphia, Pa.

WILLIAMS, EDYTHE
WHIT, New Bern, N. C.

WILLIAMS, PETE
WLAF, La Follette, Tenn.

WILLIAMS, TOMMY
WGBR, Goldsboro, N. C.

WILLIAMSON, DICK
WLAY, Muscle Shoals, Ala.

WILLIAMSON, DICK
WJMS, Ironwood, Mich.

WILLIAMSON, RAYMOND
Melody, Matinee
WAYX, Waycross, Ga.

WILSON, BOB
WANS, Anderson, S. C.

WILSON, ED
KWK, St. Louis, Mo.

WILSON, GEORGE
WFSA, Dallas, Tex.

WILSON, JIM
WAVE, Louisville, Ky.

WILSON, JOHN
WLMJ, Jackson, Ohio

WINDER, BERTEL
WXOK, Baton Rouge, La.

WINEBITER, FLO
KALL, Salt Lake City, Utah

WILKERSON, GRADY, JR.
Record Rack
WCGC, Belmont, N. C.

WING, KEN
KWG, Stockton, Cal.

WINSLOW, DAVE
WPKO, Waverly, Ohio

WINTER, PAUL
WXYZ, Detroit, Mich.

WITT, CHARLES
WAYX, Waycross, Ga.

WITTER, STAN
KVOB, Bellingham, Wash.

WOLF, FRED
WXYZ, Detroit, Mich.

WOLFE, AL
WTOW, Towson, Md.

WOLTER, ALLEN
KXLV, Spokane, Wash.

WOOD, BILL
KOBV, N. Platte, Neb.

WOOD, FRED
WWBZ, Vineland, N. J.

WOOD, J. B.
Music You Want
WKCT, Bowling Green, Ky.

WOOD, SID
WMFS, Chattanooga, Tenn.

WOODS, BILL
KVOU, Uvalde, Tex.

WOODS, JOHN
WTAG, Worcester, Mass.

WOOD, WARREN
WMRP, Flint, Mich.

WOODWARD, DICK
WAAB, Worcester, Mass.

WOODWARD, GEORGE
WORD, Spartanburg, S. C.

WOODY, BILL
Smoke Rings
WHAP, Hopewell, Va.

WRIGHT, BILL
WAPL, Birmingham, Ala.

WRIGHT, CHARLES
WLAF, La Follette, Tenn.

WRIGHT, G. K.
WFAL, Fayetteville, N. C.

WRIGHT, KEN
WKY, Oklahoma City, Okla.

WRIGHT, LARRY
KSPJ, Stillwater, Okla.

WRIGHT, RAY
KCKX, Sidney, Mont.

WRISLEY, JOHN
WIS, Columbia, S. C.

WYLLIE, GORDON
WTRL, Bradenton, Fla.

WYNN, PAUL
WLRG, Laurens, S. C.

— Y —

YANEV, SKEETS
WEW, St. Louis, Mo.

YORK, PRESTON
WAOK, Atlanta, Ga.

YOUNG, AL
WCMS, Corinth, Miss.

YOUNG, ED
KPDN, Pompa, Tex.

YOUNT, CHUCK
KWBV, Richmond, Ind.

YOUSE, BOB
WBRK, Pittsfield, Mass.

— Z —

ZABLOCKI, CHET
WTOD, Toledo, Ohio

ZAPUTIL, BILL
KGHL, Billings, Mont.

ZARUBA, ARNIE
KDEC, Decorah, Iowa

ZEHNDER, FRED
KHUM, Eureka, Cal.

ZINK, CHUCK
WCMB, Harrisburg, Pa.

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1955



— A —

ABBOTT, BOB
KMMT, Austin, Minn.

ABELS, ED
KLWN, Lawrence, Kau.

ADAMS, BERNIE
WJAX, Jacksonville, Fla.

ADAMS, CEDRIC
WCCO-TV, Minneapolis, Minn.

ADAMS, CHARLES
WHEE, Martinsville, Va.

ADAMS, CLARENCE
KBTM, Jonesboro, Ark.

ADAMS, JERRY
WIMA, Lima, Ohio

ADAMS, JIM
WTAR-TV, Norfolk, Va.

AGRONSKY, MARTIN
Events of The Day
WABC

AKERS, CARL
KLZ-TV, Denver, Col.

ALBERGHINI, HAROLD
WCOU, Lewiston, Me.

ALCOTT, CARROLL
KNX, Los Angeles, Cal.

ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah

ALLAN, BOB
WTSP, St. Petersburg, Fla.

ALLEN, EDWARD, JR.
WDOR, Sturgeon Bay, Wis.

ALLEN, HERB
WCKB, Dunn, N. C.

ALLEN, LEON
WTRL, Bradenton, Fla.

ALLEN, SPENCER
WGN-TV, Chicago, Ill.

ALLISON, BILL
WNNT, Warsaw, Va.

ALLISON, STEVE
WPEN, Philadelphia, Pa.

ALTMAN, LEN
WSAR, Fall River, Mass.

ANDREWS, CARL
WDBJ, Roanoke, Va.

ANDREWS, FREIDA
WHBI, Newark, N. J.

ANTHONY JULIAN
Events of the Day, This
Year Around the World,
WABC

ARMSTRONG, BILL
WNCA, Siler City, N. C.

AROUH, HARRY
KPRC, Houston, Tex.

ARTHUR, BOB
WEEK-TV, Peoria, Ill.

ASHLEY, CHARLES
WEEI, Boston, Mass.

ATKINS, TOM
KVOR, Colorado Springs,
Col.

AYCRIGG, BEN
WLOF, Orlando, Fla.

— B —

BACK, GUNNAR
Events of the Day, World
& You WABC,
Washington, D.C.

BAGDASARIAN, A. C.
WNBZ, Saranac Lake,
N. Y.

BAHNSEN, ALVIN C. W.
WWRL, N. Y., N. Y.

BAINTER, WILLIAM
KIT, Yakima, Wash.

BAKER, DICK
WSAI, Cincinnati, Ohio

BAKER, HAROLD
WSM, Nashville, Tenn.

BAKER, JOHN
WHBC, Canton, Ohio

BAKER, ROLAND
KXYZ, Houston, Tex.

BALMERT, FRANK
WPAY, Portsmouth, Ohio

BANCROFT, GRIFFING
CBS Washington, D.C.

BANFIELD, BOB
WHIZ-TV, Zanesville,
Ohio



BEN GRAUER

NBC

Radio

TV

BANGHART, KENNETH

ESSO Reporter, Gov. Harriman Interviews, NBC-TV, 6 P.M. News, 11 P.M. News, Kool News, Biographies in Sound, WRCA

BANKS, BILLY

WETO, Gadsden, Ala

BARENTS, BARRY

WKNB-TV, New Britain Conn.

BAKER, EDDIE

Noon News Roundup KRLD-TV, Dallas, Tex

BARRETTE, GEORGE W

WJRI, Peoria, Ill

BARRINGTON, BRUCE

WEW St Louis, Mo.

BARRON, KARL

KTIM, San Rafael, Cal

BARRY, GENE

WEBR, Buffalo, N Y

BARTHOLOMEW, JOHN

KKTV, Colorado Springs Col

BARTLETT, EDNA

WENY, Elmira, N Y

BASSO, NICK

WSAZ-TV, Huntington W Va

BATE, RICHARD

WAMB Melbourne, Fla

BATES, JACK

KFOR, Lincoln, Neb

BAUGHN, TED

WRGB, Schenectady N Y

BAYER, BILL

WTV, Ft Lauderdale, Fla

BEACH, BILL

KLTV, Glasgow, Mont

BEARDSLEY, LEN

KABC, Hollywood Cal

BEATTY, MORGAN

News of the World & Monitor NBC

BECK, JACK

CBS, Los Angeles Cal

BECKSTRAND, PAUL

KELO-TV, Sioux Falls, S. Dak

BEEHLER, E. G.

KGFK, Sterling, Col

BELL, J.

KWBC, Corpus Christi Tex.

BELL, ROBERT

WWCA, Gary, Ind

BENESH, FRANK G.

WNEM-TV, Bay City, Mich

BENITEZ, RAFAEL H.

WAPA-TV, San Juan, Puerto Rico

BENNICK, DICK

WILD, Birmingham, Ala.

BENTLEY, JULIAN

WBBM-TV, Chicago, Ill

BENTON, MONROE

WELM, Elmira, N Y

BERINGER, BOB

WOKY, Milwaukee, Wis.

BERGE, PEGGY

KLTV, Little Falls, Minn.

BERK, PHILIP E.

KOMU-TV Columbia, Mo.

BERRAN, WALTER

WNRC, New Rochelle, N Y.

BEST, VICTOR

WBZ-TV, Boston, Mass

BEUKEMA, ROBERTS

WFUR Grand Rapids Mich

BIIB, A. H.

WDKN Dickson, Tenn.

BIGBEE, NELLE

WOWL, Florence Ala

BIGLER, TOM

WILK, Wilkes Barre, Pa

BISHOP, CHARLES

WKV-TV, Oklahoma City, Okla

BLAIR, DON

WPTV Albany, N Y

BLAIR, ED

WAGA, Atlanta, Ga.

BLAIR, FRANK

Today Monitor NBC-TV NBC

BLAIR, HARRY

WGL, Fort Wayne, Ind

BLAKE, CHARLES

WTRT Bradenton, Fla.

BLAKELY, L. E.

WATE, Albert Lee, Minn.

BLANCARD, MICHAEL

WJHL-TV Johnson City Tenn

BLANCHARD, DICK

WGEZ, Beloit, Wis

BOAZ, BOB

Esso Reporter WCHS-TV, Charleston, W Va

BODINE, WALT

WDAF-TV, Kansas City, Mo

BOGARTE, HOWARD

KVOO-TV Tulsa, Okla

BOGGS, NEIL

Tri-State News WCHS-TV Charleston W Va

BOLTON, BILL

WTPS New Orleans, La

BOLTON, LES

KARK, Little Rock, Ark

BOLTON, PAUL

KTRU-TV, Austin Tex



GABE PRESSMAN

— • —
WRCA's
ROVING
REPORTER

- BOOK, DUANE**
KMO, Tacoma, Wash.
- BORMANN, JIM**
CBS, Minneapolis-St. Paul Minn.
- BOSLEY, LYLE**
WKTV, Utica, N. Y.
- BOSMAN, JOHN**
KLMN, Denver, Col.
- BOSWORTH, ROGER**
KVTV, Sioux City, Iowa
- BOURGHOLITZER, FRANK**
NBC
- BOUWSMA, BOB**
WTAM, Cleveland, Ohio
- BOWER, BOB**
WTIP, Charleston, W. Va.
- BOWERS, W. D.**
KTUL, Tulsa, Okla.
- BOWLES, JOHN**
WNEM-TV, Bay City, Mich.
- BOWMAN, JERRY**
WRE, Cleveland, Ohio
- BOYES, HARRY**
WION, Ionia, Mich.
- BOY, DOUGLAS**
WCYB, Bristol, Va.
- BOYLE, CHARLES**
WVSC, Somerset, Pa.
- BOYES, HARRY**
WION, Ionia, Mich.
- BRADFORD, BOB**
WRAD, Radford, Va.
- BRADFORD, W. E.**
KSSST, Sulphur Springs, Tex.
- BRADLEY, RULON L.**
KSL, Salt Lake City, Utah
- BRADWAY, HARRY**
WFAM, Lafayette, Ind.
- BRAND, PAUL**
WCAX-TV, Burlington, Vt.
- BREEDIN, J. K.**
WFIG, Sumter, S. C.
- BREEN, EDWARD**
It Seems To Me
KQTV, Fort Dodge, Iowa
- BRISCOE, ROY**
WSTV, Steubenville, Ohio
- BRIDGES, JONAS**
WKMT, Kings Mountain, N. C.
- BRIGHT, HARRY**
WETZ, New Martinsville, W. Va.
- BRINKLEY, DAVID**
NBC
- BROADHURST, CHARLES**
KFRE, Fresno, Cal.
- BROOK, PHIL**
WDBO-TV, Orlando, Fla.
- BROOKS, CLIFF**
Our Town
WGFE, Evansville, Ind.
- BROOKS, NED**
Three Star Extra NBC
- BROOKS, WEYMAN**
WTRP, La Grange, Ga.
- BROOKS, WILLIAM**
KHMO, Hannibal, Mo.
- BROUGHMAN, GLENN**
WRBL, Columbus, Ga.
- BROWN, CECIL**
Kraft News
MBS
- BROWN, DICK**
WCSS, Amsterdam, N. Y.
- BROWN, FRANK**
KHUM, Eureka, Cal.
- BROWN, FLOYD**
WRMN, Elgin, Ill.
- BROWN, GLENN**
WDLB, Marshfield, Wis.
- BROWN, HOWARD**
WTVJ, Miami, Fla.
- BROWN, MARY ESTHER**
KANV, Shreveport, La.
- BROWN, STAN**
WWCA, Gary, Ind.
- BRUCE, DONALD**
WIRE, Indianapolis, Ind.
- BRUGGEMAN, VERN**
KUTV, Salt Lake City, Utah
- BRYAN, GEORGE**
WCRS
- BRYSON, CONREY**
KTSM, El Paso, Tex.
- BUCHWALD, ART**
Monitor
NBC
- BUFFUM, DICK**
KBRC, Mount Vernon, Wash.
- BUICE, CHARLES N.**
KDMS, El Dorado, Ark.
- BUNDLIE, CHARLES**
KNOX, Grand Forks, N. D.
- BURDETT, WINSTON**
CBS
London, England
- BURGESS, TOM**
WXEX-TV, Petersburg, Va.
- BURKE, FRANK J.**
KPOP, Los Angeles, Cal.
- BURKE, MERLE**
WLPO, La Salle, Ill.
- BURMESTER, NEIL**
KTW, Seattle, Wash.
- BURNS, BILL**
KDKA-TV, Pittsburgh, Pa.
- BURNS, JOSEPH**
WNHC-TV, New Haven, Conn.

DOUGLAS EDWARDS

CBS News Reporter



BURT, HARDY
 MBS
BIFLER, COLT
 KTFE, San Antonio, Tex
BUTLER, HOMER
 WEBQ, Harrisburg, Ill
BYRON, JAMES A.
 WBAP, Fort Worth, Tex

— C —

CADDILL, RAYMOND
 WHSC, Harrisville, S. C.
CAINE, BEN
 KDEF, Albuquerque,
 N. Mex.
CALDWELL, HOWARD
 WTHI, Terre Haute, Ind
CALMER, NED
 CBS, N. Y., N. Y.
CAMP, DAVE
 KNXS, Hanford, Cal
CANNADY, BILL
 KNOM, Moberly, Mo.
CARCIA, CARLOS
 KCOB, San Antonio, Tex
CARR, CLIFF
 WCBV, Cheboygan, Mich.
CARR, JACK
 WOTR, Corry, Pa.
CARLE, WAYNE
 KOVO, Provo, Utah
CARLTON, BILL
 WPME, Punnasutawaney,
 Pa.
CARLTON, SID
 WPME, Punnasutawaney,
 Pa.
CARNAHAN, JAMES
 WHEX, Litch, N. Y.
CARNEGIE, JACK
 KOOL, Phoenix, Ariz
CARRINGTON, JOHN
 WORD, Spartanburg, S. C.

CARRUTH, DOUGLAS
 KOOL-TV, Phoenix, Ariz
CARSON, ED
 WTOM-TV, Lansing,
 Mich.
CARTER, JAMES
 WLOU, Louisville, Ky.
CASPER, TEE
 KHES, St. Joseph, Mo.
CASSIDY, HENRY
 NBC
CASTBERG, RALPH E.
 KNXS, Hanford, Cal
CASTLE, BILL
 WGLA, Paston, Pa.
CAWOOD, D. T.
 Capitol Comments
 WKY, Frankfort, Ky
CEDEBERG, CARL
 WWJ, Detroit, Mich.
CESSNA, HAL
 WJIM-TV, Lansing,
 Mich.
CHANCELLOR, GREG
 KPNJ-TV
 Grand Junction, Col
CHAMBERLIN, JACK
 WIRL, Plattsburg, N. Y.
CHAMBERS, JIM
 WHOI, Allentown, Pa.
CHAPMAN, DAVE
 KALB, Marksville, La.
CHAPMAN, R. A.
 KWOS, Jefferson City,
 Mo.
CHAPEL, JOHN K.
 KLN, Oakland, Cal
CHASE, JACK
 WBZ-TV, Boston, Mass.
CHASE, KENDRICK
 WTVL, Waterville, Me.
CHAVEZ, FABIAN, JR.
 State Reporter
 KTRU, Santa Fe, N. Mex.

CHERRY, JAY
 WMGW, Meadville, Pa.
CHESTER, HARVEY
 KCCC-TV, Sacramento,
 Cal.
CHILDS, RALPH
 KMA, Shenandoah, Iowa
CHILSON, WALTER J.
 WSAT-TV, Wausau, Wis.
CHRISTIE, GEORGE
 WFEA, Manchester, N. H.
CHURCH WELLS
 CBS-TV
CIOFFI, LOI
 CBS-TV
CLARK, BLAIR
 CBS
 Paris, France
CLARK, DALE
 WAGA, Atlanta, Ga.
CLARK, HAL
 KWIE, Kennewick, Wash.
CLARK, HARRY
 WCRS
CLARK, KEITH
 KIPF, Idaho Falls, Idaho
CLARK, RAY
 WOW, Omaha, Neb.
CLARKE, LEE
 WGTI, Wilmington, N. C.
CLARKE, NED
 WNOV-TV, York, Pa.
CLAPPER, PETER
 CBS
 Washington, D.C.
CLAUSSEN, GENE
 KXIC, Iowa City, Iowa
CLEARY, JOSEPH M.
 WESR, Bradford, Pa.
CLEMENTS, JACK
 WWNC, Asheville, N. C.
CLINE, CLAY
 WSEV, Sevierville, Tenn.
CLINTON, ED
 WJBO, Baton Rouge, La.



JOHN TILLMAN
 WPIX



BOB WILSON
 NBC — New York

— D —

CLOS, JEAN
WKLO, Louisville, Ky.

CLYDE, BOB
WREX-TV, Rockford, Ill.

COCHRAN, RON
CBS, N. Y., N. Y.

COLEMAN, DALE
WTVF, Decatur, Ill.

COLEMAN, STARLING
WJAX, Jacksonville, Fla.

COLEY, HAL
KMCQ, Conroe, Tex.

COLLINGWOOD, CHARLES
CBS, N. Y., N. Y.

COLLYER, DICK
WARK, Hagerstown, Md.

COLVIN, WILLIAM
KMAN, Manhattan, Kan.

COMBS, GEORGE HAMILTON
WABC-TV

CONDON, GLENN
KRMG, Tulsa, Okla.

CONNOR, DAVID
WIOD, Miami, Fla.

CONSIDINE, BOB
MBS

COOK, ED
WLOU, Louisville, Ky.

COOK, JOHN
KCCA, Kilgore, Tex.

COOKE, DWIGHT
Events of the Day
WABC

CORCORAN, DANIEL
WHEB, Portsmouth, N. H.

CORDER, REECE
WKBL, Covington, Tenn.

CORDRAY, ROBERT
Passing Parade
WFPB, Middletown, Ohio

CORNELL, CAMERON
WABC

CORVESE, TONY
WVNH, Rochester, N. H.

COSGROVE, BOB
KNAL, Victoria, Tex.

COSLETT, FRANKLIN D.
WBRE-TV, Wilkes Barre, Pa.

COSTLEY, JAN
WINR, Binghamton, N. Y.

COTTON, JIMMY
KELP, El Paso, Tex.

CRADDOCK, CHARLES
WDIG, Dothan, Ala.

CRAWFORD, BILL
KNUZ, Houston, Tex.

CRISWELL, WILLIAM
WCUM, Cumberland, Md.

CROCKETT, WALTER
WCYB, Bristol, Va.

CRONKITE, WALTER
CBS, N. Y., N. Y.

CUDWORTH, HELEN
KFTM, Ft. Morgan, Col.

CULLEN, RAY
KGNC-TV, Amarillo, Tex.

CUMMINS, ED
WHNY, Bogalusa, La.

CUNNINGHAM, PAUL
NBC

CURFMAN, DEAN
KWBB, Hutchison, Kan.

CURLEY, ROBERT
WKAL, Rome, N. Y.

CURRIE, CARLTON
KJUN, Redmond, Ore.

CUSHMORE, GRANT TAYLOR
WABC

CUTLER, JACK
WEOK, Poughkeepsie, N. Y.

CUTTER, JOE
WNAO-TV, Raleigh, N. C.

DALE, ALLEN
KEYS, Corpus Christi, Tex.

DANIEL, DAN
WAPI, Birmingham, Ala.

DAVIS, EDWARD
WFPG, Atlantic City, N. J.

DAVIS, MELTON
Events of the Day
WABC, Italy

DAVIS, REX
KMON, St. Louis, Mo.

DAY, JOHN
WHDH, Boston, Mass.

DEAN, CAROL
WCOU, Lewiston, Me.

DEASON, DICK
WCRF, Birmingham, Ala.

DEEGAN, JOHN
WSRS, Cleveland, Ohio

DEFONTAINE, E. J.
KDTL, Dubuque, Iowa

DENMARK, E. T.
WEOF, Dothan, Ala.

DENNY, HAL
WTCB, Fairmont, W. Va.

DENTLER, WARREN
KNAL, Victoria, Tex.

DERBYSHIRE, JACK
WBTA, Batavia, N. Y.

DEVITA, NICK
WNNJ, Newton, N. J.

DIAB, GEORGE
WPRX, Bellaire, Ohio

DILLABER, MAYNARD E.
WMVA, Martinsville, Va.

DILLARD, WALT
WCOR, Lebanon, Tenn.

DILLINGHAM, ALEX
WOOD, Grand Rapids, Mich.

DILLMAN, BOB
KNTV, San Jose, Cal.

DODD, TOM
WDEV, Waterbury, Vt.

DOLTON, PAUL
KTBC, Austin, Tex.

D'ONOFRIO, SAM
WLNA, Peekskill, N. Y.

DOOLITTLE, LEW
WHYL, Carlisle, Pa.

DOUGLAS, JOHN
KCSJ-TV, Pueblo, Col.

DOUGLAS, LES
KPCT, Putnam, Conn.

DOUGLASS, W. D.
WCNU, Crestview, Fla.

DOWNS, BILL
CBS, Rome, Italy

DOW, BOB
WJHP-TV, Jacksonville, Fla.

DOW, ROWLAND H.
KSDA, Redding, Cal.

DOYLE, TOM
WORZ, Orlando, Fla.

DREIER, ALEX
Man on the Go
NBC

DRISCOLL, CASSIDY
WICH, Norwich, Conn.

DRURY, RAY
WVLP, Springfield, Mass.

DUFOOT, ROGER
WIRI, Plattsburg, N. Y.

DUNCAN, NORMAN
KFDD-TV, Wichita Falls, Tex.

DUNHAM, BOB
KCOW, Alliance, Neb.

DUNCAN, NORVIN C.
WFBC-TV, Greenville, S. C.

DUNLEVY, GEORGE
KOWH, Omaha, Neb.

DUNPHY, JERRY
WXIX, Milwaukee, Wis.

DUPLECHAIN, CHRIS
KVPI, Ville Platte, La.

DUPUY, MONTY
WFBC-TV, Greenville, S. C.

DWYER, DANIEL
WDLC, Port Jervis, N. Y.

— E —

EBEL, WALTER M.
KWFC, Hot Springs, Ark.

ECKDAHL, ART
KHOL-TV, Holdrege, Neb.

ECKERT, ED
WKNY, Kingston, N. Y.

EISENAUER, JOHN
WCMB, Harrisburg, Pa.

EADIE, DEANE
WSNJ, Bridgeton, N. J.

EARLE, GLENN
KPAC, Port Arthur, Tex.

EDNEY, KERMIT
WWIT, Canton, N. C.

EDWARDS, CURT
WTCN, Minneapolis, Minn.

EDWARDS, DOUGLAS

CBS, N. Y., N. Y.

EDMONDS, J. E.
WLOS-TV, Asheville, N. C.

EDWARDS, LARRY
KGGM-TV, Albuquerque, N. Mex.

EDWARDS, ROSS
WCHS, Charleston, W. Va.

ELDEES, FRANK
WSIL-TV, Harrisburg, Ill.

ELIOT, LOU
WCAM, Camden, N. J.

ELLINGTON, EARL
KRRV, Sherman, Tex.

ELLIOT, I. A.
KATL, Miles City, Mont.

ELLIOTT, JAMES
WNAB, Bridgeport, Conn.

EMICH, HOWARD
WMAM, Mairinette, Wis.

ENGLE, CLIFF
KFRC, San Francisco, Cal.

ENGLE, HOLLAND
Kraft News
MBS

ERICKSON, ED
WKRZ, Oil City, Pa.

ERK, CHRISTY E.
WBRY, Waterbury, Conn.

EVANS, LOU
KBUC, Corona, Cal.

EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FACENDA, FRANK
WAVY, Portsmouth, Va.

FAGAN, PAT
WGIt-TV, Buffalo, N. Y.

FAHON, FRANK
KWTX, Waco, Tex.

FAIRBURN, TED
WLDS, Jacksonville, Ill.

FAIRCHILD, RALPH
KOCB, Ontario, Cal.

FALK, ED
KWVL-TV, Waterloo, Iowa

FALK, RAY
WABC, Tokyo

FARISS, WAANE
WTVI, Petersburg, Fla.

FARNSWORTH, CLADE
WCPO, Cincinnati, Ohio

FARRAR, ART
WLBJ, Jackson, Ohio

FARRELLE, PAUL S.
KSDA, Redding, Cal.

FARRINGTON, GLEN
WTAX, Springfield, Ill.

FEATHER, JACK
KSPA, Santa Paula, Cal.

FELOCK, MICHEL
WKPA, New Kensington, Pa.

FERRELL, LEE
KROG, Sonora, Cal.

FERRIE, ROBERT
KTFE, San Antonio, Tex.

FETTES, STEWART C.
WELL, Battle Creek, Mich.

FIELD, JOHN
WKY-TV, Oklahoma City, Okla.

FINN, ART
WOSA, Wausau, Wis.

FINNEY, FRED
KTUC, Tucson, Ariz.

FINNING, FRANK
WKNE, Keene, N. H.

FISHER, ALICE
KBIJ, Okmawa, Iowa

FISHER, DAL
WALK, Patehogue, N. Y.

FISHER, WILFRED
WMTG, Vanelevo, Ky.

FITZGIBBONS, JACK
WAKR-TV, Akron, Ohio

FIX, KERMIT
WJAM, Marion, Ala.

FLAHERTY, PAFF
KJPR, Houston, Tex.

FLEMING, ALAN
Local Highlights

FLEMING, WBLN
Bloomington, Ill.

FLEMING, JAMES
Monitor
NBC

FLETCHER, GRAEME
KAKE, Wichita, Kans.

FLYNN, ARTHUR
WJAV, Haverhill, Mass.

FLYNN, FAHEY
WBBM-TV, Chicago, Ill.

FLYNN, JOHN T.
KWDM, Des Moines, Iowa

FLANN, JOHN
WIBY, Appleton, Wis.

FORBES, GILBERT
WFBI-TV, Indianapolis, Ind.

FORDYCE, JERRY
WLRP, New Albany, Ind.

FOGARTY, JACK
WCPO, Cincinnati, Ohio

FONTAINE, HERBERT
WJDA, Quincy, Mass.

FOSTER, CEDRIC
MBS

FOSTER, CHUCK
KOIN-TV, Portland, Ore.

FOSTER, WALTON
KWER, San Angelo, Tex.

FOX, BULL
WPTW, Piqua, Ohio

FOX, TOM
KPRC, Houston, Tex.

FRANCES, AL
WIBC, Canton, Ohio

FRANKLIN, JOHN
KYW, Philadelphia, Pa.

FRANK, PAUL
WTVN, Columbus, Ohio

FRANK, WILLIAM P.
WILM, Wilmington, Del.

FREDERICK, PAULINE
NBC

FREDERICK, RALF
WDLG, Port Jervis, N. Y.

FREDERICKS, FRANK
Story of a Day
WKBW, Buffalo, N. Y.

FREELAND, MILDRED
WHD, Atlantic City, N. J.

FRICKE, ROGER
WBIW, Bedford, Ind.

FRIEND, GEORGE
WFLA, Plant City, Fla.

FRITZE, MEL
KYA, San Francisco, Cal.

FROGGE, JOHN
WGBB, Prospect, N. Y.

FROOME, GEORGE
KJLF, Red Bluff, Cal.

FUCHS, LAWRENCE
WCRB, Boston, Mass.

FULLER, BOB
KABE-TV, Carlshad, N. Mex.

FURNISS, WALTER
WCOL, Columbus, Ohio

FRY, KENNETH D.
WHTG, Waynesville, N. C.

FRYE, ALLEN J.
KBBK, Alton, Tex.

— G —

GAINES, WALTER T.
WCSS, Amsterdam, N. Y.

GAMBLE, E. K.
Town Crier
WETA, Batavia, N. Y.

GAMMELL, SERENO
WGTH, Hartford, Conn.

GARDNER, DON
WABC

GARRETT, LEROY
KATV, Pine Bluff, Ark.

GARRISON, JIM
WBOP, Virginia Beach, Va.

GARRISON, JOHN
WTN, Huntsville, Ala.

GASMAN, BILL
KREW, Sunnyvale, Wash.

GAFFNER, BOB
WBSR, Pensacola, Fla.

GEARHART, NICK
KTBS, Shreveport, La.

GENTRY, BILL
WCHV, Charlottesville, Va.

GEORGE, PHILIP
KVAL-TV, Eugene, Ore.

GERAGHTY, LARRY
WUSL-TV, Portland, Me.

GIANARIS, HARRY
WCSC, Charleston, S. C.

GIBSON, PHIL
WMBD, Peoria, Ill.

GILLESPIE, JOE
KNBC, San Francisco, Cal.

GILLETTE, LOI
KJR, Seattle, Wash.

GINGELL, GEORGE
WRBL, Columbus, Ga.

GLEASON, JOHN H.
WIMS, Michigan City, Ind.

GLENN, TONY
KSTL, St. Louis, Mo.

GLANN, BILL
WCNX, Middletown, Conn.

GOBBLE, J. R.
KID, Idaho Falls, Idaho

GODDARD, BILL
WGSN, Huntington, N. Y.

GODWIN, EARL
WRC, Washington, D. C.

GOLDER, HARRY
KMPC, Los Angeles, Cal.

GOLDEN, SID
WCSS, Columbus, Ohio

GOODE, MAL
WHD, Pittsburgh, Pa.

GOODMAN, DOMINIC
KDIH, Dubuque, Iowa

GORDON, BILL
WIRK-TV, W. Palm Beach, Fla.

GORDON, G. B.
WJCS, Springfield, Ill.

GORDON, LELAND
KRUG-TV, Jefferson City, Mo.

GORDON, LLOYD P.
WLSV, Wellsville, N. Y.

GORMAN, MARJORIE C.
KVOA, Tucson, Ariz.

GORDON, WILLIAM
WIRK, W. Palm Beach, Fla.

GOURLEY, JACK
KTVE, Fairbanks, Alaska

GOWEN, ORIS
WAIN, Columbus, Ky.

GRAMER, WILLIAM
WGTO, Haines City, Fla.

GRANT, TAYLOR
WPTZ, Philadelphia, Pa.

GRANT, GROVER
KLMR, Lamar, Col.

GRAUER, BEN
B. June 2, 1908, New York City
March of Medicine, The Big Story, NBC-TV; Citizens Union Searchlight, WRCA-TV, WRCA, Monitor, Boston Symphony, Ben Grauer-News, Radio Net. & WRCA

GRAYES, KATHRYN
WOMA, Corinth, Miss.

GRAY, CARL
WJDM-TV, Panama City, Fla.

GRAY, MARTIN
Kedd, Wichita, Kan.

GREEN, H. E.
KFKA, Greeley, Col.

GREENER, BILL
KDMA, Davenport, Iowa

GRIBBEN, PAUL
KOY, Phoenix, Ariz.

GRIFFIN, DARVL
WOZK, Ozark, Ala.

GRIFFIN, JERRY
WNEP, Binghamton, N. Y.

GRIFFIN, MICHAEL
WMTV, Madison, Wis.

GRIFFITH, HERMAN
WCIN, Cincinnati, Ohio

GRIFFITH, LES
WABC

GROINGER, GERRY
WRTT, Milwaukee, Wis.

GROVE, BILL
WMBR-TV, Jacksonville, Fla.

GRUBBS, WALTER B.
KVMC, Colorado City, Tex.

GRUMBERT, MEL
KAWL-TV, Waterloo, Iowa

GUERRA, HENRY
WOAL, San Antonio, Tex.

GUFFEE, GUS
KLAS-TV, Las Vegas, Nev.

GUNAN, JACK
WARM-TV, Scranton, Pa.

GUYMAN, BILL
KLN, Oakland, Cal.

— H —

HADLEY, BILL
KATV, Pine Bluff, Ark.

HADLEY, DOUG
WANE, Ft. Wayne, Ind.

HABERLE, FLORENCE
WHAL, Greenfield, Mass.

HAGEMAN, HAROLD
WADC, Akron, Ohio

HALL, HEDLEY
KUBA, Yuba City, Cal.

HAMILTON, WILLIAM
KOOL, Phoenix, Ariz.

HAMLIN, ED
KWFT, Wichita Falls, Tex.

HANEY, FRED
WCNC, Elizabeth City, N. C.

HANGER, BOB
KEKY, Richmond, Ky.

HANSEN, CHRISTY
KMMT, Austin, Minn.

HARDIN, JOSH
KWFR, San Angelo, Tex.

HARDEN, DEAN
WNES, Central City, Ky.

HARDY, GLENN
KMJ, Fresno, Cal.

HARMON, CARL
WOKZ, Alton, Ill.

HARRIER, BOYD
WTAR-TV, Norfolk, Va.

HARRIS, HAROLD
WNDU-TV, South Bend, Ind.

HARRINGTON, BILL
WAJR, Morgantown, W. Va.

HARRISON, ROBERT
WHNC, Henderson, N. C.

HART, JAMES
KLAS-TV, Las Vegas, Nev.

HARTZELL, HOWARD
WICU-TV, Erie, Pa.

HARVEY, BOYD
WKNX, Saginaw, Mich.

HARVEY, PAUL
WABC, N. Y., N. Y.

HARVEY, HENRY
KFBI, Wichita, Kan.

HARVEY, IVAN
WTOL, Toledo, Ohio

HARWOOD, GEOFFREY
KING, Seattle, Wash.

HATCH, DUANE A.
WSAV-TV, Savannah, Ga.

HAWLEY, DICK
WMCT, Memphis, Tenn.

HAYES, GEORGE
WABC

HAYES, SAM
KHJ, Los Angeles, Cal.

HAYWARD, BRUCE
KTVI, St. Louis, Mo.

HAZLITT, J. M.
KVLH, Pauls Valley, Okla.

HEALY, GENE
Noon Roundup
WPAC, Patchogue, N. Y.

HEATH, DON
KPRC, Houston, Tex.

HEATTER, GABRIEL
MBS

HEFFRON, NORM
KOTA-TV, Rapid City, S. D.

HELMS, J. C.
WGEA, Geneva, Ala.

HENDERSON, JIM
WBBZ, Ponca City, Okla.

HENLE, RAY
Three Star Extra
NBC

HENRY, BILL
WDAK, Columbus, Ga.

HENRY, BILL
NBC

HENRY, EARL
WHUM, Reading, Pa.

HENRY, H. D.
WHKY, Hickory, N. C.

HENRY, JACK
KQV, Pittsburgh, Pa.

HEBERT, ALLEN
WKNA, Charleston, W. Va.

HERMAN, GEORGE
CBS, Washington, D. C.

HERRINGTON, JOHN
KLWN, Lawrence, Kan.

HERZOG, BOB
WXIX, Milwaukee, Wis.

HIGBIE, LES
MBS

HICKMAN, BRUCE
WGL, Ft. Wayne, Ind.

HICKOX, RICHARD
WINT, Waterloo, Ind.

HICKS, GEORGE
WABC

HICKS, CAP
WRGA, Rome, Ga.

HICKS, JOHN
WGBB, Freeport, L. I., N. Y.

HILGER, ANDY
KCIW, Carroll, Iowa

HILL, CAL
KCRA, Sacramento, Cal.

HILL, ZACK
WIBQ, Memphis, Tenn.

HILLEGAS, FRED
WSYR-TV, Syracuse, N. Y.

HILLIS, HARRY
WVLN, Olney, Ill.

HINSON, DON
KVIN, Vinita, Okla.

HODGKINSON, BRIAN
WHK, Cleveland, Ohio

HOLDER, RANDOLPH
WRFC, Athens, Ga.

HOLIDAY, JON
KTHV, Little Rock, Ark.

HOLLAND, BILL
KFFA, Helena, Ark.

HOLLEY, ODELL
WERII, Hamilton, Ala.

HOLMES, VIRGINIA
KIBS, Bishop, Cal.

HOOLEY, JACK
WHAM, Rochester, N. Y.

HOOPER, JACK
WHGB, Harrisburg, Pa.

HOOPES, BILL
WTSK, Knoxville, Tenn.

HOTTELET, RICHARD C.
CBS, Bonn, Germany

HOULE, ROBERT
WDUZ, Green Bay, Wis.

HOURIGAN, TERRY
WARK, Hagerstown, Md.

HOWE, QUINCY
WABC

HOWELL, HENRY
WOLA, San Antonio, Tex.

HOWELL, R. E.
WGEA, Geneva, Ala.

HOWARD, MARC
Bumper to Bumper
KBUR, Burlington, Iowa

HOY FRANK S.
WLAM, Lewiston, Me.

HUGHES, DICK
WKBZ, Muskegon, Mich.

HUGHES, DON
WLMJ, Jackson, Ohio

HUNT, RAY
KONO, San Antonio, Tex.

HUNTLEY, CHET
KRCA, Los Angeles, Cal.

HARTLEY, HOWARD
Hitting Headlines
WTAN, Clearwater, Fla.

HURCEIGH, ROBERT F.
MBS

HUSSEY, TOM
WKBR, Manchester, N. H.

— I —

INGSTAD, BOB
KOVC, Valley City, N. D.

IRELAND, MILLARD
KOMO, Seattle, Wash.

IRVIS, LEROY
WILY, Pittsburgh, Pa.

ISSAACS, JIMMIE
KDUB-TV, Lubbock, Tex.

IZZARD, BOB
KGNC-TV, Amarillo, Tex.

IZZARD, WESLEY S.
KGNC, Amarillo, Tex.

— J —

JACKSON, ALLAN
CBS-TV

JACOBI, BRUCE
WSLM, Salem, Ind.

JACOBS, RAY
KJEO, Fresno, Cal.

JAFFEE, TED
WAAM-TV, Baltimore, Md.

JAHNKE, HAROLD
WBIZ, Eau Claire, Wis.

JAMES, ROBERT A.
WMAN, Mansfield, Ohio

JAMES, STEVE
WBMS, Boston, Mass.

JAMES, WILLARD
WTTN, Watertown, Wis.

JANES, DOLPH
KORE, Eugene, Ore.

JARRETT, HUGH
WHIN, Gallatin, Tenn.

JASON, LEE
KJEO, Fresno, Cal.

JEFFREY, ED
KCRA-TV, Sacramento, Cal.

JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.

JESSE, RANDALL
WDAF, Kansas City, Mo.

JOHN, BOB
WEVH, Henderson, N. C.

JOHNS, BILL
KFDA-TV, Amarillo, Tex.

JOHNSON, ARV
KXJB-TV, Valley City, N. D.

JOHNSON, BOB
WSAZ, Huntington, W. Va.

JOHNSON, DAVE
KBOI, Boise, Idaho

JOHNSON, LEN
WJMS, Ironwood, Mich.

JOHNSON, PHIL
WCST-TV, Portland, Me.

JOHNSON, ROBERT
WSEV, Sevierville, Tenn.

JOHNSON, ROLLIE
WCCO-TV, Minneapolis, Minn.

JOHNSON, RON
WHOK, Lancaster, Ohio.

JOHNSON, TINY
WBLN, Bloomington, Ill.

JOHNSON, WALLY
WATW, Ashland, Wis.

JOHNSON, WAYNE
WERE, Cleveland, Ohio

JOHNSTON, JACKIE
KVIN, Vinita, Okla.

JORGENSEN, CARL
WIBC, Indianapolis, Ind.

— K —

RAIN, RED
WSBA, York, Pa.

KAL, JOHN
WMBV-TV, Marinette, Wis.

KANE, DAVE
WJAU, Laurel, Miss

KARNO, ROBERT
WLYC, Williamsport, Pa.

KATZMAN, ROBERT
WISR, Butler, Pa.

KEATH, ED
KWKH-TV, St. Louis, Mo.

KEEN, HAROLD
KFBH-TV, San Diego, Cal

KEFFLER, RAMONA
WHIZ, Zanesville, Ohio

KELELY, RAY
KUNJ, Grand Junction, Col

KELLA, EARL J.
WVNY, Watertown, N. Y.

KENDRICK, ALEN ANDER
CBS, Africa

KENSEVILLA, WILLIAM
KNN, Los Angeles, Cal.

KENNEDY, IRL
KNJH-TV, Valley City, N. D.

KENT, JOHN
WGGH, Marion, Ill.

KEOGH, WALTER
WTLN, Wilmington, Del.

KERLAN, J. C.
WGBF, Evansville, Ind.

KERN, ROY K.
WGR-TV, Buffalo, N. Y.

KERR, BOB
WKYR, Kaysers, W. Va.

KESLER, DAVID E.
WHAM, Rochester, N. Y.

KEY, DICK
KOLD, Yuma, Ariz.

KIERMAN, WALTER
NBC

KIRKHAM, ART
KOHN-TV, Portland, Ore.

KIRKSEA, PAUL
WBAC, Cleveland, Tenn.

KNAEVEL, JOHN
KIMA, Yakima, Wash.

KNIGHT, JERRY
WBW, Youngstown, Ohio

KNIGHT, KIRK

KNOTSON, MILO
WKTY, La Crosse, Wis.

KORDA, HENRY
KDLA, Detroit Lakes, Minn.

KRAMER, GUS
WKNY, Kingston, N. Y.

KREGLOH, HUBERT
WSPR, Springfield, Mass.

KREIGER, JOHN
KDLB, Lubbock, Tex.

KRISTOF, JOHN
WCHS, Charleston, W. Va.

KUHN, JOHN J.
WKTP, Poughkeepsie, N. Y.

— L —

LABORDE, RAYMOND
KAPB, Marksville, La.

LACY, JACK
KCSI-TV, Pueblo, Col.

LAI FOON, IVAL
KATY, Bakersfield, Cal.

LAND, TOM
WJWV, Fairfield, Ill.

LANE, ART
WJAT, Philadelphia, Pa.

LANE, JOHN
WGLB, Brunswick, Ga.

LANE, RAY
WVTV, Cadillac, Mich.

LARIMER, BOB
WSIX, Nashville, Tenn.

LARSEN, WILFRED
WYAX, Yankton, S. D.

LARSON, BEN
WOW, Omaha, Neb.

LASHLEY, DON
WRIW, Bedford, Ind.

LAURENCE, JACK
WOKY, Milwaukee, Wis.

LAURIE, BILL
KEBE, Jacksonville, Tex.

LAW, RAY
WHAM, Rochester, N. Y.

LECTUS, ED
WOTW, Nashua, N. H.

LEE, DEL
KDYL, Salt Lake City, Utah

LEIGHTON, T.
WJPS, Bionderoga, N. Y.

LEISURE, CLARENCE
KNBC, San Francisco, Cal.

LEHARDE, NORM
WJBC, Detroit, Mich.

LEONARD, ED
WCH, Norwich, Conn.

LEONARD, JESSE
KEN, Portland, Ore.

LEONARD, VINCE
WISH-TV, Indianapolis, Ind.

LEOPOLD, DAVE
WEBR, Buffalo, N. Y.

LESCEUR, LARRY
CBS-TV

LEVINE, IRVING R.
NBC

LEWIN, RICHMAN
KTRF, Ludkin, Tex.

LEWIS, CHARLES
WJF, Detroit, Mich.

LEWIS, LUTFON, JR.
MBS

LE ZOTTE, GEORGE E.
WAVZ, New Haven, Conn.

LIPPOLD, BENNY
WMT-TV, Cedar Rapids, Iowa

LITTLE, JAMES G.
WTAG, Worcester, Mass.

LIVEZIA, THOMAS E.
WAER, Allentown, Pa.

LOHMAN, PHILIP
WJOY, Burlington, Vt.

LONG, CHET
WBNS-TV, Columbus, Ohio

LONG, JAMES E.
RWG, Stockton, Cal.

LOW, DALE
KNOM, Mohrly, Mo.

LORING, DAVID W.
WGH, Galesburg, Ill.

LOWE, PETI
KSDN, Aberdeen, S. D.

LOWERY, JAMES
WOHL, F. Liverpool, Ohio

LUCAS, BOB J.
KTYX, Muskogee, Okla.

LUND, JACK
KARN, San Jose, Cal.

LUND, JACK W.
KRAM, St. Cloud, Minn.

LUPMAN, EDWIN
WTLN, Wilmington, Del.

LUTZ, BOB
KPTO, El Dorado, Kan.

— Mc —

McCAFFERY, JOHN K. M.
NBC-TV

McCAFFERY, JOSEPH
WMAJ-TV, Washington, D. C.

McARTHUR, CHARLES L.
WABC

McARTHUR, TOM
WKRC, Cincinnati, Ohio

McCLAY, PAUL
WTVL, Waterville, Me.

McCRINE, THELMA
WGLC, Centreville, Miss.

McCRARY, TEX
WABU, New York, N. Y.

McCULLA, JIM
KABC, Hollywood, Cal.

McDONALD, ED
WARR-TV, Akron, Ohio

McHALE, ROBERT
WSCR, Scranton, Pa.

McINTYRE, FRANK
KLLX-TV, Twin Falls, Idaho

McLEISH, ROD
WIGZ, Boston, Mass.

McMAHON, MIKE
WGAJ, Plattsburg, N. Y.

McMARTIN, COLB
WMT, Cedar Rapids, Iowa

McMULLEN, JOHN
WPEP, Panama City, Fla.

McMURRAY, SCOTT
WSTV-TV, Tacoma, Wash.

McMURTRIE, BURT
KTAU, Tacoma, Wash.

McNAMARA, JAMES
KLYC, Los Angeles, Cal.

McNAMARA, LARRY
WNHC, New Haven, Conn.

McNEIL, IDA A.
KGFN, Pierre, S. D.

McSHERRY, HARRIA C.
WDOV, Dover, Del.

— M —

MacARTHUR, ARTHUR
WFFD, Worthington, Ohio

MacBRIAR, WALLY
WMBV-TV, Marinette, Wis.

MacDONALD, IRVING T.
WCRB, Boston, Mass.

MacFARLANE, IAN ROSS
WNAV, Annapolis, Md.

MacLEAN, JOHN
WMAR-TV, Baltimore, Md.

MAHAN, JOHN
WDAS, Philadelphia, Pa.

MASS, CLAUD
KSNW-TV, Salinas, Cal.

MANSON, LEE
WNHC, New Haven, Conn.

MARANO, ANTHONY
WUTC, New Brunswick, N. J.

MAREINISS, JOEL
WVAR-TV, Syracuse, N. Y.

MARINELLI, RON
WMEG, Hibbing, Minn.

MARION, MARK
KSPY, Santa Paula, Cal.

MARTIN, GEORGE
WTHI, Terre Haute, Ind.

MARTIN, LUTHER W.
One Man's Opinion

MARTIN, KATR, Rolla, Mo.

MARTIN, DON
WHTV, Ithaca, N. Y.

MARKSHALL, VEN
WDFD, Flint, Mich.

MASON, AL
KVOU, Fayette, Tex.

WATERS, JOHN
WHS, Lansing, Mich.

WATLOCK, STAN
WKRC-TV, Cincinnati, O.

WAUGANS, BILL
WBEZ, Ponca City, Okla.

MAURER, JAMES E.
KLCB, Libby, Mont.

MAULI, JOHN
WTNC, Thomasville, N. C.

MAVER, EDWIN
WGH, Norfolk, Va.

MAYES, DOUG
WBTY, Charlotte, N. C.

MAYS, BOB
KARD-TV, Wichita, Kan.

MEFFRS, MAX
WMEF, High Point, N. C.



MERKER, GARY
KVBC-TV, San Luis Obispo
Cal.

MERRY, DEAN W.
WESB, Brndford, Pa.

MERRYMAN, PHILIP
WICC, Bridgeport, Conn.

METCALF, CHARLES W.
WKTC, Hazard, Ky.

METCALF, ELLIOTT
KMO, Tacoma, Wash.

MEYERS, JOSE ARNALDO
WAPA, San Juan, Puerto
Rico

MEYERS, TED
KHJ-TV, Los Angeles, Cal.

MICHELESEN, BILL
KBT, Denver, Col.

MIDDLETON, SAMMY
WIG, Brunswick, Ga.

MILBURN, BOB
KGGK, San Angelo, Tex.

MILLAN, THEODORE
WPEO, Peoria, Ill.

MILLER, BILL
WTAX, Springfield, Ill.

MILLEE, GEORGE JR.
KTEN, Ada, Okla.

MILLER, KEN
KVOO, Tulsa, Okla.

MILLER, RAY
KPRC, Houston, Tex.

MILLER, W. F.
WMAJ, Springfield, Ill.

MILLS, ANN
WPDR, Portage, Wis.

MILTNER, JAY
WTAM, Cleveland, Ohio.

MITCHELL, FORD
KBNS, San Antonio, Tex.

MOCK, JACK
WTCB, Tuscaloosa, Ala.

MONK, CHARLIE
KIMP, Mt. Pleasant, Tex.

MONYPENNY, LESLIE
WGN-TV, Chicago, Ill.

MOODY, JOE
WHAB, Baxley, Ga.

MOONEY, JESS
WTOC-TV, Savannah, Ga.

MOORE, BROWN E.
KANV, Shreveport, La.

MOORE, JERRY D.
WKOK, Sunbury, Pa.

MOORE, JIM
Dateline
WTRP-TV, Wheeling,
W. Va.

MOORE, MONTE
KSWO, Lawton, Okla.

MOORE, NORB
KLPW, Union, Mo.

MOORE, PETER
WHD, Washington, N. C.

MORGAN, EDWARD P.
WABC

MORISOLI, MIKE
WSBW, Salinas, Cal.

MORRIS, JACK
KTUL, Tulsa, Okla.

MORRIS, JACK
KTVX, Muskogee, Okla.

MORRISON, HERBERT O.
WJAS, Pittsburgh, Pa.

MORSE, JIM
WENY, Elmira, N. Y.

MORSE, OTIS
WSPA, York, Pa.

MORSE, RALPH
WEL, Boston, Mass.

MOZLEY, DON
CBS, San Francisco, Cal.

MUDD, ROGER
WRNL, Richmond, Va.

MUNGER, REX
WAPL, Appleton, Wis.

MUNN, F. H. JR.
WTVB, Coldwater, Mich.

MUNYAN, HARRY
WIOD, Miami, Fla.

MURRAY, DICK
KBON, Omaha, Neb.

MURROW, EDWARD R.
CBS-TV

MUSTIN, HENRY
WALM, Washington, D. C.

MYERS, TOM
KVP, Cortez, Col.

— N —

NABER, BUD
KOTA-TV, Rapid City,
S. C.

NADIG, HENRY
WNLK, Norwalk, Conn.

NAHAS, FRED
KXYZ, Houston, Tex.

NAKAI, RAYMOND
KCLS, Flagstaff, Ariz.

NASH, BOB
KPYO, Lubbock, Tex.

NAVEN, DEAN
KMA, Shenandoah, Iowa

NEEL, BILL
KTHV, Little Rock, Ark.

NELLANY, JAMES M.
WNAE, Norristown, Pa.

NELSEN, M. L.
WHO, Des Moines, Iowa

NELSON, GEORGE
WOOV, New Bern, N. C.

NELSON, ROBERT
WSYR, Syracuse, N. Y.

NEWCOMB, CHARLIE
WSPA, Spartanburg, S. C.

NEWMAN, ROBERT
WELU, Reading, Pa.

NICKERSON, JAMES A.
WKAM, Goshen, Ind.

NORRIS, RANDY
KBYD, Minneapolis, Minn.

NORTON, MIKE
WHIL, Medford, Mass.

NORWOOD, CHARLES
WGTH-TV, Hartford, Conn.

— O —

O'BRIEN, DON
WDGY, Minneapolis, Minn.

O'BRIEN, LEE
KIUP, Durango, Col.

O'BRIEN, LEO
WPTB, Albany, N. Y.

O'BRIEN, PAT
KIUP, Durango, Col.

O'CONNOR, DONALD
WEMP, Milwaukee, Wis.

ODENS, PETER
KOCB, Ontario, Cal.

O'DONNELL, JIM
WBEI, Elizabethton, Tenn.

OGINZ, FRED
WVLP, Springfield, Mass.

OLIVER, JIM
KIBS, Bishop, Cal.

O'NEILL, DICK
WICS, Springfield, Ill.

O'ROURKE, JACK
WAAE, Worcester, Mass.

OROZCO, DAVID J.
KOWL, Santa Monica, Cal.

OSBORNE, TIM
KTHP, Houston, Tex.

O'SHEA, JOHN
WHUC, Hudson, N. Y.

OSMUNDSON, DEAN
KBIZ, Ottumwa, Iowa

OUTLAW, SIDNEY
KRLV, Walnut Ridge, Ark.

OVERMAN, HORACE
WGTM, Wilson, N. C.

OVERTON, GEORGE
KMIUS, Muskogee, Okla.

OWEN, ALAN
WMLD, Atlantic City, N. J.

OYLER, HAL
KIRX, Kirksville, Mo.

— P —

PAGE, CURT
WPDR, Portage, Wis.

PALMER, BRUCE
KWTV, Oklahoma City,
Okla.

PALMER, GEORGE
WKRC-TV, Cincinnati, O.

PARKER, CHARLES K.
WBEC, Pittsfield, Mass.

PARKER, PAUL
WLAS, Jacksonville, N. C.

PARKER, PHILIP
KUTI, Yakima, Wash.

PARKS, DEL
WDRP, Chester, Pa.

PASSAGE, ALICE & DICK
KYAK, Yakima, Wash.

PATTERSON, JIM
WBTV, Charlotte, N. C.

PEARCE, MARSHALL
WSMB, New Orleans, La.

PEARSON, LEON
Weekend & Monitor
NBC

PEART, JACK
KLIF, Dallas, Tex.

PENFIELD, ADD
WBIG, Greensboro, N. C.

PENNY, GAIL
WLEE, Richmond, Va.

PENTONY, LYNN
KBYB, Corpus Christi,
Tex.

PENZA, RALPH
WCOJ, Coatesville, Pa.

PEPPER, BILL
WBNS-TV, Columbus, O.

PEPPER, FRANK
WCTV, Tallahassee, Fla.

PERRINI, MIKE
WJBK, Detroit, Mich.

PERRY, DICK
WFAI, Fayetteville, N. C.

PETERSEN, DALE
KIFI, Idaho Falls, Idaho

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, JIM
KALL, Salt Lake City,
Utah

PFISTER, ROBERT E.
WIMS, Michigan City, Ind.

PHILLIPS, DON
WEV, St. Louis, Mo.

PHILLIPS, GEORGE T.
WAVX, New Haven, Conn.

PIERCE, JENNINGS
KMBD, Medford, Ore.

PIERPOINT, RICHARD C.
CBS
Tokyo, Japan & Korea

PIERRE, WALLIE
WJIM-TV, Lansing, Mich.

PIEZE, ELLIOTT, J.
WMBM, Miami Beach, Fla.

PIGG, AL
WVFP, Decatur, Ill.

PINCHBECK, DEAN
WRNL, Richmond, Va.

PINKLEY, VIRGIL
KHJ, Los Angeles, Cal.

PITTS, MARGO
WISR, Butler, Pa.

PLATT, BILL
KPH, Wichita, Kan.

POLLOCK, REED
KMRY, Monterey, Cal.

PORTA, PAT
KFSA-TV, Ft. Smith, Ark.

PORTER, BEN G.
WGOV, Valdosta, Ga.

POSTON, WILEY
KTXJ, Jasper, Tex.

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WNOG, Naples, Fla.

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KFRB, Fresno, Cal.

POWER, TOM
WMBR-TV, Manchester, N.J.

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WBWL, Youngstown, O.

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WPTF, Raleigh, N. C.

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KXEL, Waterloo, Iowa

PRICE, JOHN
WKAT, Miami Beach, Fla.

PRINGLE, DAVID
WPAQ-TV, Ann Arbor, Mich.

PROOR, HARRY
WTAN, Clearwater, Fla.

PROTSMAN, NORMAN O.
WNER, Live Oak, Fla.

PROUTY, GERALD
WBRV, Boonville, N. Y.

PUTNAM, GEORGE
KTTV, Los Angeles, Cal.

RYNE, JOE
WILM, Wilmington, Del.

— R —

RUSSELL, DON
The Newstonite, Pres. Eisenhowers News Conf., DuMont; Monitor, NBC

RALEY, FRANK
WVGS, Tifton, Ga.

RAMOS, RALPH
KFDM-TV, Beaumont, Tex.

RAND, TED
KJRS, Paragould, Ark.

RANDALL, JIM
KFSB, Joplin, Mo.

RANDALL, PORTER
KFJZ-TV, Ft. Worth, Tex.

RASCO, LARRY
KRLL-TV, Dallas, Tex.

RASH, BRVSON
WMAI-TV, Washington, D. C.

RATHER, DAN
KTRN, Houston, Tex.

RAY, BOB
WJNO-TV, Palm Beach Fla.

RAY, WALLY
KSAN, San Francisco, Cal.

REASONER, BARRY
KEYD-TV, Minneapolis, Minn.

REIG, HOWARD
WRCA, N. Y. C., N. Y.

RENDELL, RICHARD
WABC

RENICK, RALPH
WTVJ, Miami, Fla.

REUTER, JERRY
WSIL-TV, Harrisburg, Pa.

REVELLE, ORVILLE
WFTL, Lauderdale, Fla.

REYHONS, KEN
KGHP, Pueblo, Col.

REYNOLDS, RALPH
KWRT, Boonville, Mo.

RHODES, JOHN
WRRR, Rockford, Ill.

RHYNER, WARREN
WFRV-TV, Green Bay, Wis.

RICE, CONRAD C.
WSPB, Sarasota, Fla.

RICE, CRAWFORD
WSPA-TV, Montgomery, Ala.

RICE, JOHN D.
WRLL, Sparta, Wis.

RICE, PHIL
WMYB, Myrtle Beach, S. C.

RICHARDSON, EARL
WPAI, Lafayette, Ind.

RICHARDSON, LACY
WIKC, Bogalusa, La.

RICHARDSON, LARRY
WPEM, Indianapolis, Ind.

RICHARDSON, MEL
KLGX, Logan, Utah

RIDDELL, CORWIN
KDAY, Lubbock, Tex.

RIDDLE, BOB
WHAR, Baxley, Ga.

RIDENOUR, GORDON
WENY, Elmira, N. Y.

RIDER, JACK
WELS, Kinston, N. C.

RILLING, PAUL
WDFN, Gainesville, Ga.

RION, VIRGINIA, L.
KCH, Chillicothe, Mo.

RIPE, BILL
NBC

RISNER, JIM
KFBN-TV, Wichita Falls, Tex.

ROBBINS, BILL
WSAI, Cincinnati, Ohio

ROBERTS, BILL
WMT-TV, Cedar Rapids, Iowa

ROBERTS, CLETE
KXNT, Los Angeles, Cal.

ROBERTS, DAVID
WRET-TV, Rochester, N. Y.

ROBERTS, JOHN
WPIL, Philadelphia, Pa.

ROBERTSON, BILL
KARK-TV, Little Rock, Ark.

ROBERTSON, DON
WNOK-TV, Columbia, S. C.

ROBINSON, HERB
Deadline

ROMO-TV, Seattle, Wash.

ROCK, ALAN
WFFA, Manchester, N. H.

RODDY, WILLIAM
KPIX, San Francisco, Cal.

ROGERS, ANN
WCVA, Culpeper, Va.

ROGERS, BERT
KXNL, Monterey, Cal.

ROGERS, JOHN
Around the Town

WCVA, Culpeper, Va.

ROLLISON, FRED
WFIE-TV, Evansville, Ind.

ROMANCE, ED
WPPA, Pottsville, Pa.

RONALD, STAN
WKAN, Kankakee, Ill.

ROPER, GENE
WHBQ-TV, Memphis, Tenn.

ROSS, A.
KGEK, Sterling, Col.

ROSS, JOSEPH
WPNX-TV, N. Y.

ROSS, RICHARD
KING-TV, Seattle, Wash.

ROTH, JOE
KWPC, Muscatine, Iowa

ROUTT, EDD
KLEF, Dallas, Tex.

ROWAN, STEVE
WVIX, Mt. Vernon, Ill.

RUCKER, ROSS J.
KVKM, Monahans, Tex.

RUMMINGER, ELMER L.
WMCB, Greenville, S. C.

RUNDLES, JAMES
WOKJ, Jackson, Miss.

RUSSELL, DAVE
KFDM-TV, Beaumont, Tex.

RYAN, BOB
KING-TV, Seattle, Wash.

SACERDOTI, RENZO
WOV, N. Y., N. Y.

SANDERS, DICK
WJBT, Jackson, Miss.

SANDERS, STU
KFOX, Long Beach, Cal.

SAUER, BOB
KARD-TV, Wichita, Kan.

SAXE, JOHN R.
WPLY, Plymouth, Wis.

SAVRE, ROBERT
WNEB, New Bedford, Mass.

SCANDLON, NEAL
WVDA, Boston, Mass.

SCHAEFFER, MARTIN E.
WSON, Henderson, Ky.

SCHERING, KARL E.
WLAN, Lancaster, Pa.

SCHNEIDER, AUSTIN
KFTV, Sioux City, Iowa

SCHOEMACHER, DAVE
WEAW, Evanston, Ill.

SCHOENBRUN, DAVID
CBS, Paris, France

SCHOEN, CHARLES
WJHP-TV, Jacksonville, Fla.

SCHORR, DANIEL
CBS, Moscow, Russia

SCHOTTELKOTTE, AL
WSAI, Cincinnati, Ohio

SCHREIBER, ART
WHIZ-TV, Zanesville, O.

SCHUEFMAN, ED
WISF, Kinston, N. C.

SCHUSSLER, DALE
WKWK, Wheeling, W. Va.

SCOTT, JOHN W.
KENS-TV, San Antonio, Tex.

SEMPRINI, EDGAR
WGB, W. Vermont, Mass.

SEITERS, JIM
KWBE, Wichita, Kan.

SEVERED, ERIC
CBS-TV

SEYMOUR, BROAD
WHEP-TV, Evansville, Ind.

SHADEL, BILL
CBS-TV

SHAND, JOHN V.
WTVR, Richmond, Va.

SHAW, GORDON
WQAM, Miami, Fla.

SHAW, TOM
KDDH, Dumas, Tex.

SHAWVER, WILL
WARN, Ft. Pierce, Fla.

SHELLEY, JACK
WHO, Des Moines, Iowa

SHEPHERD, BILL
WHEL, Rockford, Ill.

SHERMAN, RAY
WLEC, Sandusky, Ohio

SHEPHER, ED
WMOB, Ocala, Fla.

SHERWOOD, DON
WMA-TV, Lima, Ohio

SHELDS, A. T.
KAPP, Petaluma, Cal.

SHINN, JUNEAU
KLIX-TV, Twin Falls, Idaho

SIMPLEX, BOB
KENT, Shreveport, La.

SHORTER, CHARLES
WHAZ, Philadelphia, Pa.

SIBBEK, JIM
WMT, Cedar Rapids, Iowa

SIREVE, LEN
KGW, Portland, Ore.

SILVA, FRANK
WPTS, Pittston, Pa.

SIMAN, MIKE
WRRR, Rockford, Ill.

— T —

SIMMS, HAL
WCBS

SINGISER, FRANK
MBS

SIPHERD, ARTHUR
KCMJ, Palm Springs, Cal.

SKINNER, MERRILL L.
KGEM, Boise, Idaho

SKINNER, RALPH B.
WLAM, Lewiston, Me.

SKINNER, THOMAS E.
WBRT, Bardstown, Ky.

SMITH, ALLEN H.
KANA, Anaconda, Mont.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, BILL
WPEN, Philadelphia, Pa.

SMITH, BURLEIGH
KERO-TV, Bakersfield, Cal.

SMITH, CAL
KROC-TV, Rochester, Minn.

SMITH, CONWAY
WMTA, Central City, Ky.

SMITH, DAVENPORT
WBRC, Birmingham, Ala.

SMITH, FARRELL
WMAZ-TV, Macon, Ga.

SMITH, HAMP
WMYB, Myrtle Beach, S. C.

SMITH, HOWARD K.
CBS, London, England

SMITH, JAMES B.
WJHP, Jacksonville, Fla.

SMITH, JOHN
KTRN, Houston, Tex.

SMITS, LEE
WXYZ, Detroit, Mich.

SNYDER, DWIGHT
WJAY, Mullins, S. C.

SOKOLSKY, GEORGE
WABC

SOLEM, JEFF
WNAX, Yankton, S. D.

SPRAGUE, WILLIAM
WRC-TV, Washington, D. C.

STANFIELD, RAY M.
WIS, Columbia, S. C.

STEANS, CHARLES
WHTN, Huntington, W. Va.

STEAWSER, NEIL
CBS-TV

STERNBERGER, ESTELLE
WLIB, N. Y., N. Y.

STEVENS, RALPH
WDQN, Du Quoin, Ill.

STEVENS, RUTH
WKGN, Knoxville, Tenn.

STEWART, AL
Deadline

STEWART, BILL
KOMO-TV, Seattle, Wash.

STEWART, FAYE
WPBC, Minneapolis, Minn.

STEWART, JACK
KPX, San Francisco, Cal.

STEWART, JACK
WADK, New Port, R. I.

STINSON, BILL
KWEX, Waco, Tex.

STONE, PHIL
KCMJ, Palm Springs, Cal.

STOUT, BILL
KNXT, Los Angeles, Cal.

STRAND, NORMA
WSAV-TV, Savannah, Ga.

STRAWSER, NEIL
CBS, Washington, D. C.

STREETER, RAY
WKOW, Madison, Wis.

SUCHER, LYNN
KFBI, Wichita, Kan.

SULLIVAN, J. A.
WCAZ-TV, Burlington, Vt.

SULLIVAN, PAUL
WIP, Philadelphia, Pa.

SWART, JACK
WGRS-TV, Miami, Fla.

SWAYZE, JOHN CAMERON
Armstrongs Circle Theatre,
Monitor; NBC-TV, NBC

TAYLOR, HENRY J.
NBC

TEMPLETON, JOE
WFAA-TV, Dallas, Tex.

THOMAS, GEORGE
WTOB-TV, Winston-Salem,
N. C.

THOMAS, LOWELL
CBS, N. Y., N. Y.

THOMAS, PETER
WCBS-TV, N. Y., N. Y.

THOMPSON, GEORGE
WNHC-TV, New Haven,
Conn.

THOMPSON, KAY
KROC-TV, Rochester, Minn.

THORGERSEN, ED
Free-Lance, All Networks

TILLMAN, JOHN
Roving Reporter, WPIX, N. Y.

TOWNELL, ESKE
WHK, Cleveland, Ohio

TOWNSEND, DALLAS
CBS-TV

TROUT, BOB
WCBS-TV, N. Y., N. Y.

TUFY, ESTHER VAN

WAGONER
NBC-TV, NBC

TYLER, WAYNE
WLVA, Lynchburg, Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio

UNDERWOOD, BOB
WCOV-TV, Montgomery,
Ala.

UPCHURCH, B. L.
WSMT, Sparta, Tenn.

— V —

VAN, LYLE
WOR-TV, N. Y., N. Y.

VON BERGEN, JOHN
WARM-TV, Scranton, Pa.

VAN DE CAR, HAROLD M.
WSNY, Schenectady, N. Y.

VANDERCOOK, JOHN W.
WABC, N. Y., N. Y.

VANDERLIN, LIONEL
KFSD-TV, San Diego, Cal.

VAN HORN, ARTHUR
How To Fix It.
World & You
WABC

VON FREMD, CHARLES
CBS-TV

— W —

WAKELEE, ART
NBC

WALLACE, ED
KNBK, Cleveland, Ohio

WALLACE, MIKE
WABD, N. Y., N. Y.

WARD, BAXTER
KCOP, Hollywood, Cal.

WARD, MAC
KNOE-TV, Monroe, La.

WARREN, MATTHEW
WTTG, Washington, D. C.

WAY, DOUG
K-JOE, Shreveport, La.

WAYNE, MAURY
KTBS-TV, Shreveport, La.

WEAVER, MARK
KWTW, Oklahoma City,
Okla.

WEBSTER, DAVE
WIRK-TV, W. Palm Beach,
Fla.

WEST, BOB
WMFD-TV, Wilmington,
N. C.

WEST, DICK
WFAA, Dallas, Tex.

WESTERKAMP, DICK
WBEN-TV, Buffalo, N. Y.

WHEELDON, DELVINA
WCKY, Cincinnati, Ohio

WHEELER, DICK
KOVR-TV, Stockton, Cal.

WHELAN, BILL
WICC, Bridgeport, Conn.

WHITE, JACK
WJR, Detroit, Mich.

WHITE, KEN
KOA, Denver, Col.

WIGGINTON, BILL
KELO-TV, Sioux Falls,
S. D.

WILDER, WILLIAM
KOAT-TV, Albuquerque,
N. Mex.

WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.

WILSON, BOB

World News Round Up, WRCA; Industry on Parade, Syndicated; Savarin Saturday Night News, Narrator, News Caravan, Gillette Sports Parade, New Year's Eve at Times Square, NBC-TV

WILSON, DON
KRBC-TV, Abilene, Tex.

WILSON, RAY
KFMB-TV, San Diego, Cal.

WINCHELL, WALTER
MBS

WINTER, WILLIAM
KPX, San Francisco, Cal.

WOOD, LEE
KHJ-TV, Los Angeles, Cal.

WOODING, FRANK
WKNB-TV, New Britain,
Conn.

WORKHOVEN, MERRILL
WOW, Omaha, Neb.

WRIGHT, RICHARD
WQAM, Miami, Fla.

— Y —

YORK, TOM
WJOL, Florence, Ala.

YOUNG, J. N. JR.
KBST, Big Spring, Tex.

YOUNG, PAUL
KRIS, Corpus Christi, Tex.

— Z —

ZELLMAN, SAM
CBS, Los Angeles, Cal.

ZIEBARTH, E. W.
WCCO, Minneapolis-St. Paul, Minn.

ZEIGIN, JACK
WING, Dayton, Ohio

ZICARETTI, MARY
WLIP, Kenosha, Wis.

LIDO BELLI

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ANDERSON, ALAN

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ABC-TV

ANDREWS, CLARK

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WABC

ANDREWS, MARTIN

My True Story, World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC

ASHLEY, IRA

Young Dr. Malone
CBS

— B —

BARTHOLOMEW, GEORGE

Brighter Day
CBS

BASAYNE, HANK

Lanny Ross Showtime, Jim Lowe Show
WCBS

BEAL, BILL

WABC-TV

BELLI, LIDO

Producer, Director, Announcer,
WBNX

BIRCH, PETER

CBS-TV

BISNEY, BRYAN

Ozark Jubilee
ABC-TV

BLEYER, ROBERT

CBS-TV

BROWN, WILLIAM

CBS-TV

— C —

CAMPBELL, RAY

World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC

CASTLE, NICK

B. Mar. 21, Brooklyn, N. Y. The Bob Hope Show, Martin & Lewis Comedy Hour, The Dinah Shore Show, NBC-TV

CATES, JOE

Stop the Music
ABC-TV

CHANIN, JOHN

Music Till Dawn
WCBS

CHEETHAM, WALTER

Martha Wright Show, Modern Lullaby
WCBS

CORDAY, TED

Guiding Light

CBS

COSGROVE, JOHN

CBS-TV

— D —

DANIS, LEW

B. Dec. 21, 1915, Italy. Italian Feature Film Theatre, Music Corner, WABC; Food For Thought, WABD; Where Was I Born, WATV

DAVIS, EDDIE

B. Jan. 10, New York City. Eddie Cantor Comedy Theater, Corliss Archer, I Led Three Lives, Mr. District Attorney, Favorite Story, Man Called X, ZIV-TV

DAVIS, HAROLD

Music from Meadowbrook
ABC-TV

DAVIS, LEE

WABC-TV

DAVIS, STAN

Second Mrs. Burton, City Hospital
CBS

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JOE QUILLAN

"OUR MISS BROOKS"

CBS-TV

DeCAPRIO, AL
CBS-TV

DEMAREST, BILL
World & You, Your Better
Tomorrow, Soundmirror,
Offbeat
WABC

DeVITO, TOM
WABC-TV

DIAMOND, VERN
CBS-TV

DISKIN, MARSHALL
Dean Pike, John Daly &
The News, Outside USA
ABC-TV

DOBSON, BILL
WABC-TV

DONOVAN, THOMAS
CBS-TV

DUEHR, EDWIN
My Son Jeep
CBS

— E —

ELLIS, ANTONY
Suspense
CBS

ENGLANDER, ROGER
CBS-TV

— F —

FREEMAN, CHARLES
John Henry Faulk Show,
This Is New York
WCBS

FRISTO, ALAN
Wendy Warren and the
News
CBS

FROUG, BILL
Romance
CBS

— G —

GADETTE, FRED
You Asked For It
ABC-TV

GENUS, CARL
CBS-TV

GOMAVITZ, LEWIS
Kukla, Fran & Ollie
ABC-TV

GORMAN, WALTER
Road of Life
CBS

GRAHAM, JOE
B. Sept. 15. Whispering Streets,
Sammy Kaye Show, It's Your Busi-
ness, The Man From Hartford, ABC

GREINER, BOB
World & You, Your Better
Tomorrow, Soundmirror,
Offbeat
WABC

GROSS, LLOYD
Masquerade Party
ABC-TV

GROSSBERG, JACK
B. June 5, 1927, New York City.
Wanted, Phil Silvers Show, Joe &
Mabel Show, CBS-TV; The Guy
Lombardo Show, NBC-TV; The Eddie
Duchin Story, The Harder The Fall,
Columbia Pics

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

TONI HARPER

CHOREOGRAPHY

Motion Pictures

"You're Never Too Young"

"The Eddie Foy Story"

"Anything Goes"

"That Certain Feeling"

"Birds and Bees"

"Pardners"

CHOREOGRAPHY

TV

The Bob Hope Shows

The Martin and Lewis Shows

The Dinah Shore Show

DICK SCHNEIDER

DIRECTOR

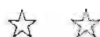
"WIDE WIDE WORLD"

NBC-TV

WALTER STRENGE

A.S.C.

Director of Photography



Management:

LESTER SALKOW AGENCY



Cort Steen

DIRECTOR
OF

"VOICE OF FIRESTONE"

ABC-TV

SID SMITH

Director

NBC-TV

Hollywood

TEXACO STAR THEATRE

JIMMY DURANTE

Live and Film

Management:

WM. MORRIS

— H —

HANNA, ART
Our Gal Sunday, This Is
Nora Drake
CBS

HARLIB, MATT
Break the Bank
ABC-TV

HENDERSON, JOHN T., JR.
Nick Carter, John Steele.
Adventurer, Story Time.
City Editor, Heartbeat of
Industry Independent
Network

HEWITT, DON
CBS-TV

HILL, CHARLES
CBS-TV

HOBSON, JAMES
Lawrence Welk Show
ABC-TV

HOWARD, SANDY
B. Aug. 1, 1923. The Merry Mail-
man, Colonel Venture, WOR-TV;
Luncheon at Sardi's, Supper at Sar-
di's, WOR; Special Edition, MBS;
Celebrity Club, ABC-TV

— I —

ICKES, DON
Bob Haymes Show, Melody
in the Night, Man Around
the House
WCBS

— K —

KENWITII, HERBERT
CBS-TV

— L —

LEAR, NORMAN
B. July 27, 1922, New Haven, Conn.
Martha Raye Show, NBC

LEONARD, SHELDON
Make Room for Daddy
ABC-TV

LEVENS, PHIL
Dollar A Second
ABC-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 Mont-
gomery Presents, Colgate Comedy
Hour, NBC-TV

— Mc —

McDONALD, FRANK
Wyatt Earp
ABC-TV

— M —

MacALLEN, JAMES
CBS-TV

MANDEVILLE, BETTY
FBI in Peace & War
CBS

MANNO, CHARLES
ABC Football Games
WABC

MARSHALL, LEROY W.
Voice of Firestone, Metro-
politan Opera, Boys Town
Choir, World & You, Your
Better Tomorrow, Sound-
mirror, Orbeat
WABC

MARVEL, TED
CBS-TV

MELAMED, LOU
Galen Drake Show
CBS

MONTY, GLORIA
CBS-TV

MORGAN, JIM
B. Oct. 28, Toledo, Ohio. Do You
Trust Your Wife?, CBS-TV; Queen
For a Day, MBS, KHJ-TV

MORGAN, NORMAN
Star Tonight
ABC-TV

— N —

NAZARRO, RAY
Top Gun, Edw. Small Prods.; Fury,
TPA

NICKELL, PAUL
CBS-TV

NUGENT, EDWARD
Life Is Worth Living
ABC-TV

EDDIE DAVIS

director



ZIV-TV

FRED F. SEARS

DIRECTOR

SCREEN GEMS

Under Contract to

COLUMBIA PICTURES

Best Wishes



**ED SIMMONS and
NORMAN LEAR**

Writers-Directors

"The Martha Raye Show"

Every Third Tuesday, 8 P.M.

NBC-TV



RAY NAZARRO

DIRECTOR

"TOP GUN"

Edw. Small Prods. — United Artists



PRODUCER-DIRECTOR

"FURY" — TV Series

Television Programs of America

GREY LOCKWOOD

NBC-TV

DIRECTOR

**JIM
MORGAN**

Director

"Do You Trust Your Wife?"

— P —

PAUL BYRON
CBS-TV
PEMBERTON, MURDOCK
Bill Stern Program
WABC
POTTASCH, ALAN
WABC-TV
PURDY, RAI
CBS-TV

— R —

REGAN, KEN
Jack Sterling Show
WCBS
REVNER, KATHY
Housewives Protective
League, Starlight Salute,
Port of New York, Bill
Randle Show
WCBS
RICCA, ERNIE
Romance of Helen Trent
CBS
RICHARDSON, DONALD
CBS-TV
RITTER, RICHARD
American's Town Meeting,
Events of the Day, World
& You, Your Better Tomor-
row, Soundmirror, Offbeat
WABC
ROBERT, ROWE S.
CBS-TV

— S —

SAMETH, JACK
Famous Film Festival
ABC-TV
SAMMON, ROBERT
CBS-TV
SATENSTEIN, FRANK
CBS-TV
SCHAFFNER, FRANKLIN
CBS-TV
SCHIMMEL, CLARENCE
CBS-TV

**SCHNEIDER,
RICHARD N.**
Wide Wide World, Circus, Today,
Home, Tonight, Closed Circuit, Sa-
lute to Eisenhower, NBC
SHAW, JEROME
CBS-TV
SHEA, THOMAS
Life is Worth Living
WABC

SEARS, FRED F.
B. July 7, Boston, Mass. Screen
Gems, Syndicated
SHOPE, ROGER
WABC-TV
SILBERSHER, MARVIN
CBS-TV

SIMMONS, ED
Martha Ray Show, NBC-TV
SIMPSON, BOB
Aunt Jenny
CBS
SLATTERY, EDWARD
Backstage Wife
CBS

SMITH, SID
B. Nov. 11, 1920, Minneapolis,
Minn. The Jimmy Durante Show,
NBC-TV

SOMERVILLE, WARREN
When A Girl Marries, It's
Time, World & You, Your
Better Tomorrow, Sound-
mirror, Offbeat
WABC
SPOSA, LOU
Chance of a Lifetime
ABC-TV
STANLEY, PAUL
CBS-TV

STEEN CORT
B. July 14, 1918, Pittsburgh, Pa.
Voice of Firestone, ABC-TV
STONE, EZRA
CBS-TV

STRENGE, WALTER
B. May 2, 1898, Albany, N. Y.
Waterfront, My Little Margie, Syn-
dicated
STROTHER, CHARLES
Wednesday Night Fights
ABC-TV
SWING, MARLIN
Morning Meditations, Her-
man Hickman Show
WCBS

— T —

TRENNER, BARON
Down You Go, Mennen
Commercials on Wednesday
Night Fights
ABC-TV

— V —

VOLPICELLI, LOU
WABC-TV

— W —

WALLACH, GEORGE
Wanted, CBS-TV; Cornerstones, Gen-
eral Tele-Radio; Adventures of the
Falcon, Inner Sanctum, Watch the
World, NBC Film Division
WALSH, JAMES
Super Circus
ABC-TV
WALTERS, VINCENT
CBS-TV
WESTIN, AVRAM
CBS-TV
WHELAN, KENNETH T.
CBS-TV
WIEST, GEORGE
My True Story, World &
You, Your Better Tomor-
row, Soundmirror, Offbeat
WABC
WOLFE, ED
Ma Perkins
CBS-TV

WOOD, BARRY
B. Feb. 12, 1909, New Haven, Conn.
A-Bomb Coverage, Combat, Wide,
Wide World Tournament of Roses
Parade, Look Award Show, NBC-TV;
Director of Special Events, NBC
WRAY, JOHN
CBS

— Z —

ZIRATO, BRUNO
Robert W. Lewis Show
CBS



JOE GRAHAM

WRITER — DIRECTOR



WIDE WIDE WORLD



RADIO-TV PRODUCERS

Network and Independent—and their work during 1955



— A —

AARON, JOHN
CBS-TV

ADAMS, HENRY J.
KMBC-TV, Kansas City, Mo.

ALDREDGE, HARRY
KHSL-TV, Chico, Cal.

ALEXANDER, RAY
Lady of the House
KLOR, Portland, Ore.

ALLINGHAM, ROBERT
KVAR, Mesa, Ariz.

ANDREWS, CHARLES
CBS-TV

ANTHONY, JACK
WLWC, Columbus, Ohio

ARNELL, PETER
I'll Buy That, What's in a World,
The Name's the Same, CBS

ASBEL, HELEN
Organ Melodies
WSIL-TV, Harrisburg, Ill.

ASHBY, ROBERT
Living Word
WDAN-TV, Danville, Ill.

ASHER, WILLIAM
B. Aug. 8, 1921, New York City.
Jane Wyman's Fireside Theater,
NBC-TV

ASHLEY, IRA
Kathy Godfrey Show
CBS

AUGUSTINE, WILLIAM
KHQA-TV, Hannibal, Mo.

AYERS, TED
CBS-TV

— B —

BARD, BEN
KVVG, Tulare, Cal.

BAILEY, JUDSON
CBS-TV

BARE, RICHARD
Warner Brother Presents
ABC-TV

BEACH, HUGH
CBS-TV

BEIER, CARL
CBS-TV

BELL, JOHN J.
WGTH-TV, Hartford, Conn.

BENDICK, ROBERT L.
B. Feb. 8, 1917, New York City.
Today, Wide Wide World, NBC-TV

BENNETT, GIL
KVTV, Sioux City, Iowa

BERDAHL, DICK
WDAY-TV, Fargo, N. D.

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BLAIR, LEONARD
Valiant Lady, CBS-TV

BOSTIAN, ROBERT I.
Hinky Dinks
WAKR-TV, Akron, Ohio

BOZARTH, WILLIAM
KOAT-TV, Albuquerque, N. Mex.

BREEN, TOM
KCRA-TV, Sacramento, Cal.

BRILL, RICHARD
CBS-TV

BROSSEAU, TED
WTSK, Knoxville, Tenn.

BROWN, DAVE
Dollar A Second
ABC-TV

BROWN, HARRY JOE
Crossroads
ABC-TV

BROWN, PAUL
KTBS-TV, Shreveport, La.

BROWN, WILLIAM H.
Studio One, CBS-TV

BRUTON, RUSTY
WTVJ, Miami, Fla.

BRYANT, FLOYD
KIDO-TV, Boise, Idaho

BURGESS, DON
KHQ-TV, Spokane, Wash.

BURKE, CAROLINE
Vacation Wonders, Pirandello's
Six Characters in Search of an
Author, Wanda Landowska at Home,
Three Steps to Heaven, NBC



NBC
MATINEE THEATER

Devised
and
Produced
by

Albert Mac Cleary

NBC-TV

**FELIX JACKSON
PAUL NICKELL
FRANKLIN SCHAFFNER
WILLIAM H. BROWN**

STUDIO ONE

AXEL GRUENBERG

Producer-Director

for

**RALPH EDWARDS'
"THIS IS YOUR LIFE"**

Now In Its Third TV Year*

*1953 Academy of TV Arts and Sciences Award Winner

*1954 Academy of TV Arts and Sciences Award Winner



BURNETT, SUSAN
KPIX, San Francisco, Cal.
BUSTARD, DON
Mr. Party
WGLV, Easton, Pa.
BUTTS, VIRGINIA
WBBM-TV, Chicago, Ill.
BYRNE, ERNIE
KTHV, Little Rock, Ark.

— C —

CARL, CLIFF
Iowa Barn Dance Frolic
WHO-TV, Des Moines,
Iowa
CARLINI, ULYSSES
WEHT-TV, Evansville, Ind.
CARLIN, STEVE
Stop the Music
ABC-TV
CARNEY, FRED
Medical Horizons
ABC-TV
CARSON, GEORGE
KTVI, St. Louis, Mo.
CATES, JOE
Stop the Music
ABC-TV
CHERTOK, JACK
Lone Ranger
ABC-TV
CHRISTENSON, DICK
WREX-TV, Rockford, Ill.
CHRISTIAN, LYNN
Shop on Television
WCHS-TV, Charleston,
W. Va.
CLARKSON, ROBERT
Offbeat
WABC
CLAUSEN, AL
Bowling Sweepstakes
KTVX, Muskogee, Okla.

COLLIGAN, JAMES
World & You
WABC
CORT, HARVEY
CBS-TV
COVINGTON, JANET
The Woman's Angle
WMAR-TV, Baltimore, Md.
COWEN, ABE
Dottie Mack Show
ABC-TV
CRAFT, JIMMY
Open House
KNOE-TV, Monroe, La.
CRANDALL, JERRY
KIDO-TV, Boise, Idaho
CRANE, TOM
KFDX-TV, Wichita Falls,
Tex.
CROFT, DON
Theatre Matinee
KTVX, Muskogee, Okla.
CURTIS, ASTRID
Phone Your Answer
WATR-TV, Waterbury,
Conn.
CUSENBERRY, DON
Ladies' Fare
WKY-TV, Oklahoma City,
Okla.

— D —

DANIELS, ALFRED
WLBT, Jackson, Miss.
DARGAN, CHARLES K.
WNBK, Cleveland, Ohio
DAUGHERTY, JEAN
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.
DAVIS, BOB
WXEX-TV, Petersburg, Va.
DAVIES, TED
KVEC-TV, San Luis
Obispo, Cal.

DAVIS, W. A.
WBZ-TV, Boston, Mass.
DEDRICK, DAVE
KELO-TV, Falls, S. D.
DEGAN, CARL
WRC-TV, Washington,
D. C.
DEKER, LEO
Home Cookin' Country Style
WTVD, Durham, N. C.
DeLUCIA, CAMILLO
WSTV-TV, Steubenville,
Ohio
DEL VALLE, JAIME
B. Jan. 19, 1910, Los Angeles, Cal.
The Line Up, CBS-TV
DeMUND, CHARLES
KOOL-TV, Phoenix, Ariz.
DENKER, HENRY
Greatest Story Ever Told
WABC
DeVOE, ROBERT
KHQA-TV, Hannibal, Mo.
DISNEY, WALT
Disneyland, Mickey Mouse
Club
ABC-TV
DONOVAN, BILL
WDAF-TV, Kansas City,
Mo.
DORN, BILL
WDAN-TV, Danville, Ill.
DORN, LARRY
Events of the Day
WABC
DOUGLAS, MILTON
CBS-TV
DOWNEY, JOHN O.
WGTH-TV, Hartford, Conn.
DRABANT, JACK
Romper Room
WFAA-TV, Dallas, Tex.

PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

Exclusive Management
ASHLEY-STEINER, INC.

Press Representative
SOLTERS-O'ROURKE & ASSOCIATES

WILLIAM KAYDEN

Producer

NBC-TV

Special Events

LEON FROMKESS

DUNNING, HARLAN

Mitch Miller Show
CBS

DUTCHER, BILL

WMT-TV, Cedar Rapids,
Iowa

— E —

EDELMAN, LOUIS F.

Make Room for Daddy
ABC-TV

ELLSWORTH,

WHITNEY

B. Nov. 17, 1908, Brooklyn, N. Y.
Superman, Syndicated

END, JACK

WHAM, Rochester, N. Y.

EPTON, LOU

WREX-TV, Rockford, Ill.

ERSKINE, CHESTER

TV Reader's Digest
ABC-TV

ESKILSON, JAMES

KBYT, Santa Barbara,
Cal.

— F —

FEATHERSTONE,

CHARLES

WSYR-TV, Syracuse, N. Y.

FETTER, TED

CBS-TV

FIELD, BILL

Mr. Nobody
WBRE-TV, Wilkes Barre,
Pa.

FLEISCHMAN, STEPHEN

CBS-TV

FORREST,

RAYMOND E.

B. Jan. 7, 1916. Children's Theatre,
WRCA-TV

FOSTER, ROBERT

Medical Horizons
ABC-TV

FOX, CARL

Ozark Jubilee
ABC-TV

FRANCKS, KEN

KWWL-TV, Waterloo,
Iowa

FRANK, NORMAN

B. Feb. 18, 1925, New York City.
Wide Wide World, World at Home,
Kick-Off 1955, NBC-TV

FRANKEL, WIN

KWTV, Waco, Tex.

FRIENDLY, FRED

CBS-TV

— G —

GARDNER, JERRY

KFDA-TV, Amarillo, Tex

GAUVITTE, JACK

WDAY-TV, Fargo, N. D.

GAY, CONNIE B.

WMAL-TV Washington,
D. C.

GOERSS, JON ARTHUR

No School Today
WABC

GORDON, BOB

KOMO-TV, Seattle, Wash

GORDON, SHELBY

CBS-TV

GOODE, JIM

KXJB-TV, Valley City,
N. D.

GOORIAN, LEN

WCPO-TV, Cincinnati,
Ohio

GOTTLIEB, ALEX

CBS-TV

GRAHAM, LEWIS

Ted Mack & Original Ama
teur Hour
ABC-TV

GRAY, JIM

I'll Clue You
WVEC-TV, Norfolk, Va.

GREY, LANNY &

GINGER

Yonkers Raceway, Adam Hats, Bar-
ricini Candy, Marlin Blades, Carpet
Industry, Sunoco, Blatz, Chase Bank,
Jingles

GREENOUGH, LEW

WOL-TV, Ames, Iowa

GRESHAM, AL

WMCT, Memphis, Tenn.

GRUENBERG, AXEL

B. Aug. 17, Riga, Latvia. This Is
Your Life, NBC-TV

GURWIT, MONTE

WTVT, Petersburg, Fla

GUY, ROBERT I.

KNTV, San Jose, Cal.

— H —

HAGY, RUTH GERI

College Press Conference
ABC-TV

HALL, STUART

Weather Wise
WCAX-TV, Burlington, Vt.

HALLACK, EDDIE

Council Comes to Call
KRLD-TV, Dallas, Tex.

HAMMOND, BILL

KFDM-TV, Beaumont, Tex.

HANDLEY, ALAN

B. March 11, Indianapolis, Ind.

HANSEN, DOROTHY

KGO-TV, San Francisco,
Cal.

STANLEY
SHAPIRO

•
Writer

Producer



CAROLINE BURKE

Producer-Director

NBC-TV



RAY FORREST

PRODUCER-HOST
CHILDREN'S THEATRE
WRCA-TV



BARRY SHEAR

Executive Producer-Director
Du Mont Broadcasting Corp



LEONARD "BUZZ" BLAIR
PRODUCER

"Valiant Lady" CBS-TV
Management, William Morris Agcy.

spend
your
next
vacation
touring
colorful
romantic
historic
old
Hal
Kanter.

HANSEN, TED

KWWL-TV, Waterloo,
Iowa

HARE, WILLIAM

KMBC-TV, Kansas City,
Mo.

HARMON, WILLIAM

B. Dec. 20, 1915, Poughkeepsie,
N. Y. Jimmy Durante Show, The
Duke, NBC-TV

HARRIS, SID

Hunting & Fishing
WARM-TV, Scranton, Pa.

HARRISON, JACK

KTRE-TV, Lufkin, Tex.

HART, LEN

KCRG-TV, Cedar Rapids,
Iowa

HART, WALTER

Ethel & Albert
ABC-TV

HART, WILLIAM

KHSL-TV, Chico, Cal.

HEIDER, FREDERICK

Voice of Firestone, Life Is
Worth Living
ABC-TV

HENLEY, ARTHUR

B. Sept. 9, 1921, New York City.
Make Up Your Mind, CBS

HENRY, JIM

KVTV, Sioux City, Iowa

HERMAN, HARRY

Star Tonight
ABC-TV

HERRIDGE, ROBERT

CBS-TV, New York, N. Y.

HERVEY, ALLEN

WNDU-TV, South Bend,
Ind.

HEUSTESS, ROLAND

WMD-TV, Wilmington,
N. C.

HILL, DUANE C.

KSL-TV, Salt Lake City,
Utah

HIKEN, NAT

CBS-TV

HINES, DREX

Events of the Day, World
& You, Your Better To-
morrow, Soundmirror. Off-
beat
WABC

HODGES, RALPH

KLAS-TV, Las Vegas, Nev.

HOFFSES, DONALD

WGAN-TV, Portland, Me.

HOLLINGER, BETH

Your Better Tomorrow
WABC

HOLMAN, CLIFF

Tip Top Clubhouse
WABT, Birmingham, Ala.

HOSKINS, H. J.

WICS, Springfield, Ill.

HOWARD, SANDY

B. Aug. 1, 1923. The Merry Mail-
man, Colonel Venture, WOR-TV;
Luncheon at Sardi's, Supper at Sar-
di's, WOR; Special Edition, MBS;
Celebrity Club, ABC-TV

HUGHES, JOHN

Invitation to Charm
WDAK-TV, Columbus, Ga.

HUGGINS, ROY

Warner Brothers Presents
ABC-TV

HUTTE, VAN

KCEX-TV, Temple Waco,
Tex.

— I —

LOTT, PAMELA

CBS-TV

IRWIN, CAROL

Mama, CBS-TV

— J —

JACKSON, FELIX

B. June 5, 1902, Hamburg, Ger-
many. Studio One, CBS-TV

JACOBSEN, GENE

WSFA-TV, Montgomery,
Ala.

JANCZEWICZ, ED

Carnival
WBZ-TV, Boston, Mass.

JARVIS, IRV

WHIZ-TV, Zanesville, Ohio

JENSEN, JERREL R.

At Home
KNTV, San Jose, Cal.

JOHNS, ROBERT L.

Woman's World
WKRG-TV, Mobile, Ala.

JOHNSON, JOHNNY

WABT, Birmingham, Ala.

JOHNSON, RICHARD S.

WICU-TV, Erie, Pa.

JOHNSON, VANCE

WFBC-TV, Greenville, S. C.

JONES, CALVIN B.

WPTZ, Philadelphia, Pa.

— K —

KANNA, RALPH

Birthday Party
WKBN-TV, New Britain,
Conn.

KANTER, HAL

George Gobel Show, NBC-TV

KAYDEN, WILLIAM

B. Dec. 31, New York City. NBC-
TV, Special Events

KLYM, EDWARD J.

Quiz Down
WTAC-TV, Johnstown, Pa.

KNIGHT, LLOYD

WGAN-TV, Portland, Me.

KNIGHT, ROBERT

WMAZ-TV, Macon, Ga.

KRANTZ, STEVE

WRCA-TV, New York,
N. Y.

KUNEY, JACK

CBS-TV

KURTZ, JOHN

WTVD, Durham, N. C.

— L —

LACKNER, ED

KOMO-TV, Seattle, Wash.

LAND, GEORGE T.

WLBT, Jackson, Miss.

LATHAM, WAYNE

WWLP, Springfield, Mass.

LAUNER, JACK

WCPO-TV, Cincinnati, Ohio

LEE, STAN

CBS-TV

LEICHTNER, FRITZ

Coffee Time
WSAZ-TV, Huntington,
W. Va.

LEISER, ERNEST

CBS-TV

LEONARD, LARRY

KHJ-TV, Los Angeles, Cal.

LE ROY, BUD

Three Speeds Forward
KXJB-TV, Valley City,
N. D.

LESTER, CHARLES

WMAZ-TV, Macon, Ga.

LEVY, PARKE

B. July 15, 1908, Philadelphia, Pa.
December Bride, CBS-TV

LEVY, RALPH

B. Dec. 18, 1919, Philadelphia, Pa.
The Jack Benny Show, Shower of
Stars, CBS-TV

LEWINE, RICHARD

CBS-TV

LEWIS, JACOBS

CBS-TV

LEWIS, MARLO

CBS-TV

LEWIS, WARREN

Dupont Cavalcade Theatre
ABC-TV

LIEBMAN, MAX

Spectaculars, NBC-TV

LOOBY, JAMES

Parade of Youth
WKBN-TV, New Britain,
Conn.

LOVETON, JOHN

Topper
ABC-TV

LUBEN, RICHARD

WFBC-TV, Greenville, S. C.

LYNAGH, JAMES

WSIX, Nashville, Tenn.

— Mc —

McDONALD, AL

KOTA-TV, Rapid City, S. D.

McCLEERY, ALBERT

B. Lawrence, Kansas. Hallmark
Hall of Fame, Matinee Theatre,
NBC-TV

McGAUGHEY, CARROLL

Our Town
KATV, Pine Bluff, Ark.

McGHEE, JOHN

KOIN-TV, Portland, Ore.

McGREGG, RALPH

KPTV, Portland, Ore.

McHENDRIX, BOB

WKRC-TV, Cincinnati, Ohio

McKENZIE, BLAIR

WVEC-TV, Norfolk, Va.

McMANUS, BOB

KCFDM-TV, Beaumont, Tex.

— M —

MacKENZIE, WILLIAM

WNDU-TV, South Bend,
Ind.

MAHONEY, WILLIAM

No School Today
WABC

MANSFIELD, IRVING

CBS-TV

MARTIN, GIL

WKNY-TV, Kingston, N. Y.

MASON, HOMER

KHQ-TV, Spokane, Wash.

MITTAG, CARLOS

WLW-D, Dayton, Ohio

MONTERO, SERAFIN

WAPA-TV, San Juan,
Puerto Rico

MONTGOMERY,**ROBERT**

American Tobacco Theatre. John-
son's Wax Program, NBC-TV

MORRIS, BEN

WKY-TV, Oklahoma City,
Okla.

MORRIS, STAN

WLWC, Columbus, Ohio

MOSBY, LEONARD

Open House
WMBR-TV, Jacksonville,
Fla.

MOSIER, BUD

KARD-TV, Wichita, Kans.

MOSS, BOB

Martin Block Pgms
WABC

MOSS, HERBERT

Chances of a Lifetime
ABC-TV

MUNT, PAUL B.

KOLN-TV, Lincoln, Neb.

MURDOCK, JACK

For Men Only
KTVI, St. Louis, Mo.

— N —

NEALE, STERRETT
Old Timer
WSAZ-TV, Huntington,
W. Va.

NELSON, JAMES
WBRO-TV, Orlando, Fla.

NELSON, OZZIE
ABC-TV

NESLROG, WALTA
KYWV, Tacoma, Wash.

NICKELL, PAUL
Studio One, CBS-TV

NORTHSHIELD, ROBERT
CBS-TV

— O —

OLESKER, HARRY
CBS-TV

OPENSHAW, BARON J.
KSL-TV, Salt Lake City,
Utah

— P —

PALMER, TOM
WFAA-TV, Dallas, Tex.

PARK, JACK
KARD-TV, Wichita, Kan.

PARKER, CLAUDE
Melody Boys
KARK-TV, Little Rock, Ark.

PARKER, ROBERT
WHBQ-TV, Memphis, Tenn.

PATERSON, JIM
KNNT, Los Angeles, Cal.

PEPLES, DON
KSWO-TV, Lawton, Okla.

PELHAM, CARL
KKTU, Colorado Springs,
Col.

PEPPER, JOHN
KFSD-TV, San Diego, Cal.

PERRIN, NAT
B. Mar. 15, 1912, Brooklyn, N. Y.
Shower of Stars, Red Skelton Show,
Johnny Carson Show, CBS-TV

PETERSEN, LESLIE
MGM Parade
ABC-TV

PEYSER, JOHN
Warner Brothers Presents
ABC-TV

PIERCE, SAM
Edgar Bergen Hour
CBS

POERNER, VERNON
KHUR-TV, Lubbock, Tex.

POOLE, JACK
WEAT-TV, W. Palm Beach
Fla.

POOLE, LYNN
Tomorrow's Careers
ABC-TV

PREVOU, IRVIN
Daytime
KCFN-TV, Temple-Waco,
Tex.

PRYOR, WALLY
KTRC-TV, Austin, Tex.

— Q —

QUINTANA, OSCAR
WAPA-TV, San Juan,
Puerto Rico

— R —

RAINSTON, GILBERT A.
CBS-TV

REED, BOB
Hit or Miss
WBFZ, Baton Rouge, La.

RENDELA, RICHARD
Soundmirror
WABC

REZNICK, MAX
WTTG, Washington, D. C.

RICHARDS, KEN
WJIM-TV, Lansing, Mich.

ROCKEFELLER, KENNETH
Panama Film Festival,
Afternoon Film Festival
ABC-TV

ROBINSON, JEROME
Warner Brothers Presents
ABC-TV

ROMINE, CHARLES
CBS-TV

ROMPE, EVERETT
WILAM, Rochester, N. Y.

ROSEN, BERNIE
WTVJ, Miami, Fla.

ROSEMAN, MORT
Championship Bowling
WVIX, Milwaukee, Wis.

— S —

SACK, TED
CBS-TV

SANTORO, HERBERT
CBS-TV

SCHAFFNER, FRANKLIN
Studio One, CBS-TV

SCHREIBER, HERKE
KOLN-TV, Portland, Ore.

SCHUBERT, BERNARD
Topper
ABC-TV

SELF, WILLIAM
B. June 21, 1921, Dayton, Ohio
Schlitz Playhouse of Stars, CBS-TV

SHAPIRO, STANLEY
B. July 16, 1925, Brooklyn, N. Y.
Ray Bolger Show, ABC-TV

SHEAR, BARRY
B. March 23, 1923, New York
City. Muscular Dystrophy Tele-
thon, Arthritis Telethon, George
Jessel Show, Electronicam; Igor
Cossini's Million Dollar Show-
case, ANTA Album 1955, Closed
Circuit; Shoestring Revue, Star-
time, DuMont Broadcasting Corp.

SHEEHAN, FRED
Events of the Day
WABC

SHUMAN, JOHN
Space Families
WVIX, Milwaukee, Wis.

SINCLAIR, DALE
KNSL-TV, Pueblo, Col.

SINGER, BOB
WKRC-TV, Cincinnati, Ohio

SILVER, MIKE
WNAO-TV, Raleigh, N. C.

SIMON, AL
B. Nov. 10, New York City. Burns
& Allen Show, Bob Cummings Show,
CBS-TV

SKLAR, MICHAEL
CBS-TV

SLINGLAND, FRANK
WRC-TV, Washington, D. C.

SMITH, WOODY
WGLV, Easton, Pa.

SOBOT, ED
Lawrence Welk Show
ABC-TV

SPAN, ALFRED
B. May 28, 1910, England. Robert
Q. Lewis. Stage Show, CBS

SPEAR, JIM
The Muppet Shop
WTAP, Parkersburg, W. Va.

SPIYEN, SAM
Shading Your Future
WSEA-TV, Montgomery,
Ma.

SPURGEON, JAY
WOW, Omaha, Neb.

ST. JOSEPH, E.
Warner Brothers Presents
ABC-TV

STETNER, WAYNE
You Asked for It
ABC-TV

STEPHENS, MICHAEL
KGO-TV, San Francisco,
Cal.

STERNFELD, TOMMY
Teen-Age Barn
WRGB, Schenectady, N. Y.

STEWART, PAUL
Warner Brothers Presents
ABC-TV

STONE, MARTIN
Super Circus
ABC-TV

STORY, DICK
KATV, Pine Bluff, Ark.

STRAND, PETER
WNYZ-TV, Detroit, Mich.

STROTHER, CHARLES
Wednesday Night Fights
ABC-TV

STUHL, JOSEPH
Down You Go
ABC-TV

SUSSAN, HERBERT
B. Feb. 24, 1921, New York City
Wide Wide World, Coke Time Star-
ring Eddie Fisher, NBC-TV; Guy
Lombardo Show, Syndicated Film
Series

SWANSON, NILES
WBBM-TV, Chicago, Ill.

TANSKI, JOSEPH S.
WNRK, Cleveland, Ohio

TAYLOR, FRED
KTVR, Denver, Col.

THORNTON, PHILIP
KPLN, San Francisco, Cal.

— V —

VANDA, CHARLES
WCAU-TV, Philadelphia, Pa.

VENZA, JAC
CBS-TV

— W —

WALLS, WOODSON
WHBQ-TV, Memphis, Tenn.

WASSERMAN, AL
CBS-TV

WAUGH, IRVING
Grand Old Opry
ABC-TV

WEBB, LEIGH
KRLD-TV, Dallas, Tex.

WEISS, MILT
KJLH-TV, Los Angeles, Cal.

WEINSTEIN, WILLIAM
CBS-TV

WHITLEY, WILLIAM
KNNT, Los Angeles, Cal.

WILLIAMS, PALMER
CBS-TV

WOLL, HERB
Break the Bank, Masquerade
Party
ABC-TV

WOLFE, PERRY
CBS-TV

WOOD, BARRY
Wide, Wide World, NBC-TV

WRIGHT, ROBERT
KERO-TV, Bakersfield, Cal.

WYSE, BILL
KREO, Wichita, Kan.

ZACHARY, BEULAH
Kukla, Fran & Ollie
ABC-TV

ZOUSMER, JESSE
CBS-TV

— Z —

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance
and their work in 1955



— A —

ADAMSON, EDWARD J.
Free-Lance

BORTZ, ALVIN
Free-Lance
BUSS, CARL A.
Free-Lance

COOPERSMITH, JEROME
Free-Lance

CONNELLY, JOE
B. Aug. 22, 1918, New York City.
Amos 'N Andy, CBS; Amos 'N
Andy, CBS-TV; The Ray Milland
Show, Syndicated TV

— B —

BARNOUW, ERIK
Free-Lance

BAUMER, MARIE
Free-Lance

BELLAK, GEORGE
Free-Lance

BERG, GERTRUDE
The Goldbergs
DuMont

BIXBY, CARL
Life Can Be Beautiful, NBC.

BLACK, HILDA
Edgar Bergen Honr
CBS

CARROLL, JEAN
Free-Lance

CAVANAGH, JAMES
Free-Lance

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

**CLARK, WILLIAM
KENDALL**
Free-Lance

COCHRAN, JOSEPH
Free-Lance

COOLEY, LEE
Free-Lance

COOPER, HAL
Magic Cottage
DuMont

— C —

COTLER, GORDON
Mitch Miller Show
CBS

— D —

DeFILITTA, FRANK
Free-Lance

DENKER, HENRY
Free-Lance

DIGBY, NOEL
WSM, Nashville, Tenn.

DOUGALL, BERNARD
Modern Romances, When A
Girl Marries
WABC

**JOE
CONNELLY**



**BOB
MOSHER**

"AMOS 'N' ANDY"—CBS

"THE PRIVATE WAR OF MAJOR BENSON"—U.I.

CARLTON E. MORSE
Enterprises

Hollywood



ONE MAN'S FAMILY
THE WOMAN IN MY HOUSE
I LOVE A MYSTERY

**E****EHRLICH, MAX**

Free-Lance

ELMAN, IRVING

Free-Lance

ETTINGER, DON

Free-Lance

ETTINGER, EDWARDDancing Party, Jimmy Nelson Show
ABC**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, HANNA GRAD

Free-Lance

GREY, LANNY & GINGERYonkers Raceway, Adam Hats, Bar-
ricini Caddy, Marlin Blades, Carpet
Industry, Sunoco, Blatz, Chase Bank,
Jingles**GUSSMAN, CHARLES**Road of Life
CBS**H****HAGGERT, JOHN**Brighter Day
CBS**HANFF, HELEN**

Free-Lance

HANSER, RICHARD

NBC

HART, ELIZABETH

Free-Lance

HAYES, RAPHAEL

Free-Lance

HECHT, BEN

Free-Lance

HENDERSON, JOHN T., JR.Nick Carter, John Steele,
Adventurer, Storytime, Ra-
dio Novels, Heartbeat of
Industry Network, Inde-
pendent**HESS, JOHN D.**

Free-Lance

HEWARD, LOUIS

Free-Lance

HOWARD, SANDYB. Aug. 1, 1923. The Merry Mail-
man, Colonel Venture, WOR-TV;
Luncheon at Sardi's, Supper at Sar-
di's, WOR; Special Edition, MBS;
Celebrity Club, ABC-TV**HUMBERT, ANNE & FRANK**Backstage Wife, Our Gal
Sunday, Romance of Helen
Trent
CBS**I****IRVING, PETER**

Free-Lance

J**JACOBY, LOIS**

Free-Lance

CARL BIXBY*Life Can Be Beautiful**Television*

Sturges Highway

Southport, Conn.

Clearwater 9-3275

JOHNSON, JAY
Kathy Godfrey Show
CBS

JUNKIN, HARRY W.
Free-Lance

— K —

KANTER, HAL

B. Dec. 18, 1918, Savannah, Ga.
George Gobel Show, NBC-TV

KLEE, LAWRENCE
Free-Lance

KLINKER, ZENO
Edgar Bergen Hour
CBS

— L —

LEAR, NORMAN
Martha Ray Show
NBC-TV

LESAN, DAVE
Young Dr. Maloué
CBS

LEWIS, MILTON
This Is Nora Drake
CBS

**LINSAY, 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
World & You, Your Better
Tomorrow, Soundmirror,
Offbeat
WABC

MARKES, LARRY W., JR.
Free-Lance

MARTIN, PETER
When A Girl Marries, Com-
panion, Paging the New
WABC

MARVIN, EDGAR
Your Better Tomorrow
WABC

MELTZER, NEWTON
Free-Lance

MISROCK, HENRY
Free-Lance

**MORSE, CARLTON
E.**

B. June 4, Jennings, La. One Man's
Family, The Woman in My House,
NBC; I Love a Mystery

MOSHER, BOB

B. Jan. 18, 1915, Auburn, N. Y.
Amos 'N Andy, CBS; Amos 'N Andy,
CBS-TV; The Ray Milland Show,
Syndicated TV

MUHEIM, HARRY
Free-Lance

— N —

NAGLER, BARNEY
Free-Lance

**NEIMAN, ROBERT
GAYNOR**
Free-Lance

NEWMAN, PAUL S.
Free-Lance

NEWMAN, ROBERT
Free-Lance

NICKERSON, KATE
Free-Lance

NISS, STANLEY
Free-Lance

NOAH, ROBERT
Free-Lance

— O —

O'NEILL, CHARLES
Free-Lance

— P —

PELLETIER, LOUIS
FBI in Peace & War
CBS

PHILLIPS, IRNA
Guiding Light
CBS

PICKARD, JOHN
Wendy Warren & The News
CBS

POLLOCK, EILEEN
Free-Lance

POLLOCK, ROBERT MASON
Free-Lance

PROVO, FRANK
Wendy Warren & The News
CBS

— Q —

QUILLAN, JOE

B. Aug. 31, 1915, Philadelphia, Pa.
Our Miss Brooks, CBS-TV

— R —

ROCHE, JOHN F.
Free-Lance

RODMAN, HOWARD
Free-Lance

ROSE, REGINALD
Free-Lance

ROSE, SI
Edgar Bergen Hour
CBS

RIPLEY, BETTE
Companion, Paging the New
WABC

— S —

SANGSTER, MARGARET
True Story, Whispering
Streets
WABC

SAPINSLEY, ALVIN
Free-Lance

SERLING, ROD
Free-Lance

SHAW, ROBERT J.
Free-Lance

SILVERMAN, STANLEY H.
Free-Lance

SIMMONS, ED

MARTHA RAYE SHOW, NBC-TV

STARK, SHELDON
Modern Romances, Robert
Mills, World & You
ABC, WABC

— T —

THOMPSON, HAL
Soundmirror
WABC

THOMPSON, PALMER
Free-Lance

TOVROV, ORIN
Ma Perkins
CBS

TRAVERS, VIRGINIA
Companion, Paging the New
WABC

— W —

WALLACE, ART
Free-Lance

WALPOLE, HELEN
Free-Lance

WELLES, HALSTED
Free-Lance

WILBER, CAREY
Captain Video, DuMont
Free-Lance

WITTY, DON
Offbeat
WABC

WOOD, ARLENE
Soundmirror
WABC



JACK PLEIS

MUSICAL DIRECTOR

DECCA RECORDS

Personal Management

WYNN LASSNER ASSOCIATES

MUSICAL DIRECTORS

RADIO AND TELEVISION

—their work during 1955



— A —

ADDISON, HAROLD
KTBS, Shreveport, La.
ADEY, LEONARD H.
WGOV, Valdosta, Ga.
AGNEW, JOHN
WTVN, Columbus, Ohio
ALEXANDER, MAX
WAIN, Columbia, Ky.
ALLAN, ROGER
WOTW, Nashua, N. H.
ALLDREDGE, J.
WBRC, Birmingham, Ala.
ALLEN, ALTA M.
WLAJ, La Follette, Tenn.
ALLEN, OWEN C.
KODI, Cody, Wyo.
ALLEN, JAMES C.
WTJS, Jackson, Tenn.
AMUNDSEN, CARL
WIMS, Michigan City, Ind.
ANDERSON, GUY
WFAA, Dallas, Tex.
ANDREWS, ULYSS S.
WOZK, Ozark, Ala.
ANNO, NANCY
WATW, Ashland, Wis.

ANBRUSTER, ROBERT

B. Oct. 9, Philadelphia, Pa. Western Division, NBC; Victor Records, RCA

ARMEY, JOE
KBRC, Mount Vernon, Wash.
ATTEBERRY, TERRY
KCOL, Ft. Collins, Col.
AYRES, MITCHELL
Perry Como Show
NBC-TV
AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAILEY, CHARLES
WKGN, Knoxville, Tenn.
BAKER, GENE
WSLM, Salem, Ind.
BALDWIN, LEE
WLS, Chicago, Ill.
BALZER, LUDWIG
WRC, Washington, D. C.
BARDO, GENE
WSEV, Sevierville, Tenn.
BARDO, LYLE
KPRC, San Francisco, Cal.
BARGY, ROY
B. July 31, Newaygo, Mich. The Jimmy Durante Show, NBC-TV; Father Knows Best, CBS-TV
BARHAM, FRANK
WCHV, Charlottesville, Va.
BARKLEY, RONALD R.
KPIG, Cedar Rapids, Iowa
BARR, FRED
WWRI, N. Y., N. Y.

BASSETT, RALPH
KWDM, Des Moines, Iowa
BAUGHMAN, JOYCE
KVON, Napa, Cal.
BEAUMONT, SAL
WWGS, Tifton, Ga.
BELL, FRANK
WEEI, Boston, Mass.
BENNETT, WILLIAM
WNHC, New Haven, Conn.
BENSMAN, MARVIN
WSHE, Sheboygan, Wis.
BENSON, BROWNIE
Coffee Time
WSAZ-TV, Huntington, W. Va.
BENTON, DICK
Time Out for Fun
KVTV, Sioux City, Iowa
BERK, SAMMY
WSRS, Cleveland, Ohio
BETTS, HARRY
KHI-TV, Los Angeles, Cal.
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BIRDSONG, LAWRENCE
KTVE, Longview, Tex.
BISHOP, DON
KTV, Seattle, Wash.
BLACK, NORMAN
WFIL, Philadelphia, Pa.
BLACKBURN, MARILYN
What's Your Answer
WKNB-TV, New Britain, Conn.



CHARLES SANFORD

MUSICAL CONDUCTOR

for

Max Liebman Presents



BERNIE

WAYNE

Recording for
ABC Paramount
Records



JACK SHAINDLIN

20th CENTURY-FOX
COLUMBIA PICTURES
LOUIS DE ROCHEMONT
PRODUCTIONS
CORAL RECORDS

Steinway Hall
New York City

BLACKWOOD, CLAUDE
KEX, Portland, Ore.

BLAKE, LOREN
WEHT-TV, Evansville, Ind.

BLAKE, MARY
KPKA, Greecy, Col.

BLANK, RALPH
WJJD, Chicago, Ill.

BLEAM, FRANK
WAYB, Waynesboro, Va.

BLISS, ALICE
KBOR, Brownsville, Tex.

BLOCH, RAY
Robert W. Lewis Show
CBS

BOAHN, WILLIAM
WHDH, Washington, N. C.

BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.

BOONE, MARY
WMMN, Fairmont, W. Va.

BONET, JOHN
KSUN, Bisbee, Ariz.

BORDELON, DONALD
KAPB, Marksville, La.

BORTEL, CLAUDE
WSYR, Syracuse, N. Y.

BOVERO, PHIL
KGO-TV, San Francisco, Cal.

BOWER, CHUCK
KXOC, Chico, Cal.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRASCIA, VINCE
KBMI, Henderson, Nev.

BRASHER, JAMES
KTXJ, Jasper, Tex.

BRASSFIELD, JIM
KCRV, Caruthersville, Mo.

BREEN, BERNARD
Caesar's Hour
NBC-TV

BRESTOFF, PHIL
WXYZ, Detroit, Mich.

BRIDGES, DORIS
WKMT, Kings Mountain, N. C.

BRIGHT, BEVERLY
KGFL, Roswell, N. Mex.

BRIGHT, WELDON
KGNC-TV, KGNC, Amarillo, Tex.

BANK, ART
KGFV, Kearney, Neb.

BRINKMAN, HELEN
WDLB, Marshfield, Wis.

BRIT, WESTON
WCOV, Montgomery, Ala.

BRITAIN, HERB
CKY, Winnipeg, Man.

BROWN, BOB
WSOY, Decatur, Ill.

BROWN, CARL
WVYO, Pineville, W. Va.

BROWN, LES
Bobo Hope Show
NBC-TV

BRUCE, PEGGY
KQV, Pittsburgh, Pa.

BRYANT, MARNA
KOTV, Tulsa, Okla.

BUCHANAN, MILLIE
KDDD, Dumas, Tex.

BUCK, GEORGE
WJNO, W. Palm Beach, Fla.

BUNCH, GLEN
WMAR-TV, Baltimore, Md.

BURGESS, RALPH
WPNX, Phenix City, Ala.

BURR, NAUDEAN
WICA, Ashtabula, Ohio

BURT, GARLAND
WLAJ, Lakeland, Fla.

BUTLER, CLIFF
WLQU, Louisville, Ky.

BUTTERFIELD, WILLIAM
Strictly from Dixie
WABC

BYRD, JAMES L.
KCHR, Charleston, Mo.

BYRD, VIRGINIA
WISH-TV, WISH, Indianapolis, Ind.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

CALABRESE, RAY
WHLM, Bloomsburg, Pa.

CALDER, TINY
WLEE, Richmond, Va.

CAMARGO, MATEO
KCOR, San Antonio, Tex.

CAMPBELL, DeWITT
WING, Dayton, Ohio

CARDEN, JOHN
WROK, Rockford, Ill.

CARN, DURWOOD
WJIM-TV, Lansing, Mich.

CASE, ED
KTHH, Houston, Tex.

CARLEY, JAMES
WPIN, St. Petersburg, Fla.

CARRIER, JEAN
KUFJ, Ft. Dodge, Iowa

CARTER, CHARLES
WBKH, Hattiesburg, Miss.

CASKE, HELEN
WNMP, Evanston, Ill.

CAVIN, PATSY
KMUS, Muskogee, Okla.

CAYLOR, GLADYS
WPME, Punxsutawney, Pa.

CESNEE, CHARLES
WLWC, Columbus, Ohio

CHARLES, GEORGE
WATH, Athens, Ohio

CHASINS, ABRAM
WQXR, New York, N. Y.

CHATHAM, BLANCHE
WGST, Atlanta, Ga.

CHECCHI, CLAIRE
WORE, Boston, Mass.



JOHN GART

COMPOSER — CONDUCTOR

**VICTOR
YOUNG**

DAVID ROSE



HANK SYLVERN

Musical Director-Composer

MU. 8-6600

**JOHN
SCOTT
TROTTER**

Musical Director

"THE GEORGE GOBEL SHOW"

NBC-TV

CHENEVERT, AL
KFOR, Portland, Ore.

CHIDDIX, FRANK
WLBT, Jackson, Miss.

CHOATE, HANFORD
KLAN, Renton, Wash.

CHRISTENSON, ROYCE
KTRK, Lufkin, Tex.

CLARK, ALLAN
WKY-TV, Oklahoma City, Okla.

CLARK, BILL
WMBV-TV, Marinette, Wis.

CLARK, DOUG
WOL, Washington, D. C.

CLARK, JIMMY
WJR, Detroit, Mich.

CLAUS, DICK
KWSO, Wasco, Cal.

CLEMENT, MEL
WRC-TV, Washington, D. C.

CLOUTIER, NORMAN L.
WHAL, Greenfield, Mass.

COKER, LOUISE
WAGA, Atlanta, Ga.

COLEMAN, ALBERT
WQXI, Atlanta, Ga.

CONCIE, BOB
KPUG, Bellingham, Wash.

CONE, JOY
WSPB, Sarasota, Fla.

COFFRON, IRMA
KEYD-TV, Minneapolis, Minn.

COGGESHALL, A. O.
WGY, Schenectady, N. Y.

COLE, CLIFTON
KERG, Eugene, Ore.

COLE, FRANCES
WJRD, Tuscaloosa, Ala.

COLLINS, FAY N.
WLSI, Pikeville, Ky.

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLLINS, PAUL
WFRD, Rosenberg, Tex.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.

CONE, JOY
WSPB, Sarasota, Fla.

CONN, MARGREAT
WATM, Atmore, Ala.

CONWAY, GAIL
WLMJ, Jackson, Ohio

CONWAY, WALTER
KVOE, Emporia, Kans.

COOK, RICHARD F.
WBRN, Big Rapids, Mich.

COOPER, A. R.
WAKR, Akron, Ohio

COOPER, HARRY
WHOM, New York, N. Y.

CORTIUGLIA, LEO
WMT, Cedar Rapids, Iowa

COTE, BERT
WCOU, Lewiston, Me.

COTTONGIM, EARL
WSFC, Somerset, Ky.

COVINGTON, DICK
WHBQ, Memphis, Tenn.

CUTCHAN, KEN
WIKY, Evansville, Ind.

— D —

D'AMICO, HANK
Strictly from Dixie
WABC

DANNA, VIC
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAULTON, ERNIE
WMAZ-TV, Macon, Ga.

DAVIS, AL
KPTV, Portland, Ore.

DAWKINS, ANDREW
WBCO, Bessemer, Ala.

DEARBORN, ELIZABETH
KARK, Little Rock, Ark.

DEATON, BILL
KVRG, Arkadelphia, Ark.

DECK, PAUL
KJSK, Columbus, Neb.

DENNIS, SHIRLEY
KIRO, Seattle, Wash.

DERRICK, JIM
WPLA, Plant City, Fla.

DeVOL, FRANK
Dinab Shore Show
NBC

DICK, LARRY
KTSO, Lary Falls, S. D.

DINAPOLI, MIKE
WBZ-TV, Boston, Mass.

DISMUKES, LUCY
WMTS, Murfreesboro, Tenn.

DONALDSON, EARL
KALL, Salt Lake City, Utah

DOUGHERTY, JIM
WHOL, Allentown, Pa.

DOWD, N.
WHAT, Philadelphia, Pa.

DOYLE, SHIRLEY
KWTX, Waco, Tex.

DRAKE, FRED
WDON, Wheaton, Md.

DRZEWICKI, STAN
WNEM-TV, Bay City, Mich.

DuBOSE, FRANCIS
WMSC, Columbia, S. C.

DUNNING, OWEN C.
KOIN-TV, Portland, Ore.

— E —

EDWARDS, DONALD
WBKZ, Monroe, Wis.

EDWARDS, GENE
WRIT, Milwaukee, Wis.

NELSON RIDDLE

Conductor - Composer - Arranger



TV

BETTY HUTTON - MAX LIEBMAN
SPECTACULAR ON NBC-TV

THE ROSEMARY CLOONEY SHOW
NBC-TV



Conducting and Arranging
on
CAPITOL RECORDS for
NAT "KING" COLE FRANK SINATRA

BETTY HUTTON
Night Club Engagements



MOTION PICTURES

"IT HAPPENED ONE NIGHT"
Col.

"JOHNNY CONCHO"
U. A.

"LISBOA"
Republic



CHARLES F. PAUL

Love of Life — CBS-TV
Road of Life — CBS
Nora Drake — CBS
Secret Storm — CBS-TV

WILBUR HATCH
MUSICAL DIRECTOR

Television:

"I LOVE LUCY"
"DECEMBER BRIDE"

Radio:

"SUSPENSE"
"OUR MISS BROOKS"

CBS

ROY BARGY

MUSICAL DIRECTOR

**The
Jimmy Durante
Show**

Management

"Scrappy" Lambert

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

**WALTER
SCHARF**

Musical Composer-Director

EXECUTIVE MUSICAL DIRECTOR

Mark Stevens TV Company

pictures completed:

"The Birds and the Bees" — Para.
"Artists and Models" — Para.
"Time Table" — U.A.



EIDUS, ARNOLD
Showtime Revue, Holiday
For Strings
WABC

ELBAUM, LOUIS
WNAU, New Albany, Miss.

ELLIOTT, DEAN
KHUM, Eureka, Cal.

ELLSWORTH, JACK
WALK, Patchogue, N. Y.

ENTZ, GEORGE G.
KGMC, Englewood, Colo.

EPPEL, RAY
KORN, Mitchell, S. D.

ERNI, ART
WPDR, Portage, Wis.

ETTERS, CLARENCE
Meet Her Majesty
WBTV, Charlotte, N. C.

EUGENE, LES
KTFS, Texarkana, Tex.

EWING, CLIFF
KOOK, Billings, Mont.

— F —

FARR, THOMAS
WINX, Rockville, Md.

FARRELL, PETE
WWFA, Williamsport, Pa.

FENDALL, CHUCK
KPTV, Portland, Ore.

FERGUSON, CHARLETON
WJAX, Jacksonville, Fla.

FERGUSON, JAMES
WOAP, Owosso, Mich.

FERGUSON, TOMMY
WCAU-TV, Philadelphia,
Pa.

FIELDS, BUDDY
WRHI, Rock Hill, S. C.

FITTS, LEW
KSPV, Artesia, N. Mex.

FLEMING, DAVID W.
WQUA, Moline, Ill.

FORD, JANE E.
WDEH, Sweetwater, Tenn.

FOWLER, BETTY
KATV, Pine Bluff, Ark.

FRANK, ALAN
KUTV, Salt Lake City,
Utah

FRANZ, DON
KATE, Albert Lea, Minn.

FREED, HAL
WDCL, Tarpon Springs,
Fla.

FULLER, RONALD
WOWL, Florence, Ala.

FUNNELL, BOB
KSBW, Salinas, Cal.

— G —

GANZ, GEORGE
KBOI, Boise, Ind.

GART, JOHN
Valiant Lady, CBS-TV; Mister
Citizen, Chance of a Lifetime,
ABC-TV; Date With Life, WRCA-
TV

GEHL, DICK
KLTZ, Glasgow, Mont.

GEYER, BILLY
WPDE, Flint, Mich.

GIDDENS, BILL
WAGC, Chattanooga, Tenn.

GIERSDORF, H. W.
KRRL-TV, Dallas, Tex.

GILMORE, BARBARA
WKBV, Richmond, Ind.

GLUSKIN, LUD
KNX, Los Angeles, Cal.

GODSEY, JULIA
WCFO, Cincinnati, Ohio

GODWIN, LOWELL
WMGY, Montgomery, Ala.

GOOD, KAY
WMRO, Aurora, Ill.

GORDON, DAVID
WPAT, Paterson, N. J.

GORDON, HAL
WXYZ-TV, Detroit, Mich.

GOW, ART
KLZ, Denver, Colo.

GRACE, PAT
KSWO, Lawton, Okla.

GRANVILLE, WILLIAM
KFAB, Omaha, Neb.

GREEN, HAL
WBAC, Cleveland, Tenn.

GREENBERG, SYLVIA
KECK, Odessa, Tex.

GRIBBEN, ROBERT
KDTH, Dubuque, Iowa

GRIEB, HERBERT
WILD, Birmingham, Ala.

GRUBBS, WALTER B.
KVMC, Colorado City, Tex.

— H —

HAACKE, LAUREN
KDIX, Dickinson, N. D.

HACKETT, BOBBIE
Strictly From Dixie
WABC

HADLEY, EDWARD
WCLO, Janesville, Wis.

HAGSTROM, EMILY
WTOC, Savannah, Ga.

HAINES, FRANK
KVEN, Ventura, Cal.

HALL, HAROLD
WFNS, Burlington, N. C.

HALL, STEVE
WRGB, Schenectady, N. Y.

HALTER, BUD
WLDS, Jacksonville, Ill.

HAMANN, GLORIA
WDOK, Cleveland, Ohio

HARBAI, TED
WLOH, Princeton, W. Va.

HARRISON, HERBERT
KFBK, Sacramento, Cal.

HARTWELL, SHIRLEY
WIRL, Peoria, Ill.

HATCH, WILBUR
B. May 24, 1902, Mokena, Ill. I
Love Lucy, December Bride, CBS-TV;
Suspense, Our Miss Brooks, CBS

HAUSER, JERRY
KAFP, Petaluma, Cal.

HAVEN, BROOK
KRAL, Rawlins, Wyo.

HAWKINS, ROBERT
KERO, Bakersfield, Cal.

HAYES, REX
WNAX, Yankton, S. D.

HECKMAN, FRED
WCBS, Greenwood, S. C.

HENDERSON, SKITCH
Tonight, Best of All
NBC-TV, NBC

HENRY, JUDY
WATR, Morgantown,
W. Va.

HENTON, ETHEL
WBNF, Binghamton, N. Y.

HERMANN, RALPH
Dancing Party
WABC

HERRON, JOE
WMGM, New York, N. Y.

HICKS, HELEN
WLOX, Biloxi, Miss.

HILL, J.
KLIX-TV, Twin Falls,
Idaho

HOBKIRK, GEORGE
KIBS, Bishop, Cal.

HODKIN, DICK
WPAC, Patchogue, N. Y.

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOLMES, MARGARET WALKER
WNNJ, Newton, N. J.

HOLST, HOWARD
WOL-TV, Ames, Iowa

HOLT, LEAH
KWJJ, Portland, Ore.

HOPKINS, RAYMOND L.
WIBC, Indianapolis, Ind.

HORNE, TANCIL
WGNI, Wilmington, N. C.

HOWARD, BUDDY
KXJB-TV, Valley City,
N. D.

HOY, WALLACE D.
WGVM, Greenville, Miss.

HUDDLESTON, JOHNNY
KTRN, Wichita Falls, Tex.

HUGGENS, RAY
KMBC-TV, Kansas City,
Mo.

HUFFERD, JAMES
WCNB, Connorsville, Ind

HUGHES, RALPH
WJON, St. Cloud, Minn.

HUNT, GEORGE
KAKE, Wichita, Kans.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.

IMBROUGLIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKSON, MAURICE
WVKO, Columbus, Ohio

JAKLE, KEN
WLBH, Mattoon, Ill.

JAMES, DON
WEAT-TV, W. Palm Beach,
Fla.

JASPER, ALAN J.
WWNH, Rochester, N. H.

JENKINS, POLLY
WKTU, Utica, N. Y.

JOHNSON, BOB
KRIZ, Phoenix, Ariz.

JOHNSTON, EDDIE
WTRF-TV, Wheeling,
W. Va.

JOHNSON, LAURA S.
WJMS, Ironwood, Mich.

JONES, CLAUDE V.
WTJH, E. Point, Ga.

JONES, HUGH C.
KVOM, Morrilton, Ark.

JONES, JON JASON
WCHS, Charleston, W. Va.

JONES, PAUL
WTVT, Petersburg, Fla.

JORDAHL, BERNARD
WKAN, Kankakee, Ill.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.

KANE, M. J.
WKOK, Sunbury, Pa.

KARANT, MARTIN
WKPT, Kingsport, Tenn.

KAUFMAN, HARRY J.
WDAF, Kansas City, Mo.

KAY, LARRY
KCMJ, Palm Springs, Cal.

KAYE, SAMMY
Serenade Room, Sunday Serenade,
ABC; So You Want to Lead a Band,
ABC-TV; Columbia Records; RCA;
Thesaurus

KELLEY, STEVE
WLIP, Kenosha, Wis.

**KEM, JOHNNY**

B. May 19, 1928, Missouri. The Johnny Kem Show, KSWM-TV

KEV, CALVIN

WAGG, Adol. Ga.

KEYES, JOHN

WBOF, Virginia Beach, Va.

KILGORE, BILL

WCVR, Bristol, Va.

KILIAN, JIM

WAAM-TV, Baltimore, Md.

KILBY, JOHN

WMBX, Boston, Mass.

KIMBLE, WALTER

WBDO-TV, Orlando, Fla.

KING, PEE WEE

NBC

KLINGER, EGYTIE

KPOP, Los Angeles, Cal.

KNICK, WALTER

WBNS-TV, Columbus, Ohio

KOTTLER, MISCHA

WJW-TV, Detroit, Mich.

KOURY, REX

KABC, Hollywood, Cal.

— L —**LARGE, DON**

Make Way For Youth, CBS

LAYALLE, PAUL

Cities Service Band of America, NBC

LEIGHTON, BERNIE

Galen Drake Show, CBS

LEVDEN, NORMAN

Kathy Godfrey Show, CBS

LINDSEY, MORT

WCBS-TV, New York, N. Y.

LOCKART, HARRY

WAVE-TV, Louisville, Ky.

LOMBARDO, GUY

B. June 2, 1901, London, Ont., Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed Syndicated

LOPEZ, VINCENT

MBS

LOD, EDWIN J.

WBDO-TV, Orlando, Fla.

LUBIN, HARRY

Lorita Young Show, NBC-TV

LUCAS, LYN

WTVJ, Miami, Fla.

— M —**MAFA, RUFUGIO C.**

KNUZ, Houston, Tex.

METCHNEK, WILLIAM

WCCO-TV, Minneapolis, Minn.

MONEY, BOB

WFAI, Fayetteville, N. C.

MORGAN, CLARKE

WABC

MUNCH, CHARLES

Boston Symphony Orchestra, NBC

— N —**NOBLE, RAY**

Edgar Bergen Hour, CBS

NOLL, RAY

KSOJ, Salt Lake City, Utah

NORWOOD, BULL

WNCT, Greenville, N. C.

— O —**ODDOM, LYLE**

KOOL-TV, Phoenix, Ariz.

O'HARA, JANE

WARM-TV, Scranton, Pa.

OLINDA, VAN

WPTB, Albany, N. Y.

OSSER, GLENN

Soundmirror, Barry Valen Line, Dancing Party, WABC

— P —**PAUL, CHARLES F.**

B. New York City. Road of Life, Nora Drake, CBS; Love of Life, Secret Storm, CBS-TV; Ave Maria

PERSON, VIOLET

WFTC, Vandywe, Ky.

PETRELLO, CAESAR

WBBM-TV, Chicago, Ill.

PIERSON, SELMA D.

WCAW, Charleston, W. Va.

PINNICK, PAT

WTTZ, Jasper, Ind.

PLAGENS, RAY

I Hear Music, WFAA-TV, Dallas, Tex.

PLEIS, JACK

Decca Records

POINDEXTER, RUTH

KLOK, San Jose, Cal.

POLASINI, LUCILLE

WFLA, Indianola, Miss.

POWELL, MEL

Soundmirror, WABC

— R —**RACKETT, RAY**

KCBS, San Francisco, Cal.

RAMLSON, HARLAN

WHBF, Rock Island, Ill.

RAMSEUR, DABNEY, JR.

WTTT, Tupelo, Miss.

RASE, BILL

KCRA, Sacramento, Cal.

RATLEFF, DAVID W.

KDWT, Stamford, Tex.

RECORE, ARVIE

WLW-D, Dayton, Ohio.

REISZ, JERRY

KENT, Shreveport, La.

REYNOLDS, JEAN

WKWK, Wheeling, W. Va.

REYNOLDS, MICKY

KWTV, Oklahoma City, Okla.

REYNOLDS, TOM

WOR, New York, N. Y.

RICARDO, DON

Dancing Party, WABC

RICHARDSON, RAY

KRSN, Los Alamos, N. Mex.

RIDDLE, NELSON

B. June 1, 1921, Hockensack, N. J. Max Liebman Spectacular, Our Town, The Betty Hutton Chevy Show, NBC-TV

RIESENBERG, MELVIN E.

WKSY, Asheville, N. C.

RIO, ROSA

Companion, My True Story, Ted Malone, When A Girl Marries, Barry Valentine, WABC

RIPOSO, TONY

Magie Toy Shop, WHEW-TV, Syracuse, N. Y.

ROBBINS, ED

WKNB, New Britain, Conn.

ROBBINS, MARIE

WKBV, Richmond, Ind.

ROBERTS, ANNE

WSAV, Savannah, Ga.

ROGOZA, CHET

WNEM-TV, Bay City, Mich.

ROPER, PAT

WGBP, Evansville, Ind.

ROSAS, GE.

KEAT, Santa Barbara, Cal.

ROSE, DAVID

B. London, England. Red Skelton Show, It's a Great Life, CBS-TV; Pasadena Pops Playhouse, KABC-TV

ROSE, GEORGE

WHOS, Decatur, Ala.

ROSS, TONY

WBBW, Youngstown, Ohio

ROTH, ALAN

Buick-Berle Show, NBC-TV

RYAN, PATTI

WTVT, Petersburg, Fla.

RUFF, BOB

WNES, Central City, Ky.

— S —**SANDEFUR, FAYE**

WSN, Nashville, Tenn.

SANDERS, ALECIA

WCED, Hawkinsville, Ga.

SANDERS, GORDON

KGKO, Dallas, Tex.

SANFORD, CHARLES

B. June 17, 1905, New York. Max Liebman Presents

SANDS, LARRY H.

WCUR, Dunkirk, N. Y.

SANSABRINO, JANET

WGTH, Hartford, Conn.

SARGEANT, MICHAEL

WRIW, Bedford, Ind.

SAUNDERS, BILL

WMEG, Hibbing, Minn.

SCANDRETT, E. D.

WKEL, Kewanee, Ill.

SCHABACKER, LINDA

KLPW, Union, Mo.

SCHAF, WALTER

B. Aug. 1, New York City. Donald O'Connor Show, Hoy Mulligan, NBC-TV; Mark Stevens TV Co.

SCHLESINGER, BOB

WHVH, Henderson, N. C.

SCHVET, PAUL

KPRC, Houston, Tex.

SCHEZ, MARON

WAME, Chicago, Ill.

SCHULTZ, STEVEN

WOR-TV, New York, N. Y.

SCOTT, RAYMOND

Womr III Parade, NBC-TV

SCOTT, FRANK

WDAY-TV, Fargo, N. D.

SCUDL, LEN

WGTH, Norwich, Conn.

SESE, LUCILLE

WSAZ, Huntington, W. Va.

SHAINDLIN, JACK

20th Century-Fox Columbia, Louis deRochemont Prods., Coral, Mercury Records

SHERIDAN, EDWARD, JR.

WAVY, Portsmouth, Va.

SHERWOOD, BOBBY

Caesar Presents
NBC-TV

SHORE, BLAIR

WTRN, Tyrone, Pa.

SHULL, CALVIN

WDRF, Chester, Pa.

SIEBENEICHEN, PAUL

WDAR, Savannah, Ga.

SISTO, DON

WESK, Escanaba, Mich.

SLACK, PETER

KGER, Long Beach, Cal.

SLACKS, DEAN

SLATON, NORMA

WEBQ, Harrisburg, Ill.

SLATTERY, JOE

KWTO, Springfield, Mo.

SMITH, DUANE

WTHI, Terre Haute, Ind.

SMITH, FRANK

KJUN, Redmond, Ore.

SMITH, LOLA

WSPD-TV, Toledo, Ohio

SMITH, LYNN

KOWB, Laramie, Wyo.

SONTAG, GEORGE

WOC, Davenport, Iowa

SOREY, CATHEY

WLOF, Orlando, Fla.

SOSNIK, HARRY

Treasury of Stars
NBC

SOWARDS, JOHN B.

WCMJ, Ashland, Ky.

STABLE, DICK

Martin & Lewis Show
NBC-TV

STANLEY, ROWLAND

WACB, Kittanning, Pa.

STANZIOLA, JOHN

WAZL, Hazleton, Pa.

STARWYCK, STEVE

KGRH, Fayetteville, Ark.

STEPHENS, ROBERT H.

WCDL, Carbondale, Pa.

STERLING, VIC

KYOS, Merced, Cal.

STITELER, FRANK

WGJS, Decatur, Ga.

STORDAHL, AXEL

Coke Time Starring Eddie
Fisher
NBC-TV

STRACENER, JOHN ROY

WJBO, Baton Rouge, La.

STRAUB, GARY

WJBW, New Orleans, La.

STUART, EARL

WWJ-TV, Detroit, Mich.

STUBBLEFIELD, PHILIP

KSDA, Redding, Cal.

SULIK, LEONARD

WGBB, Freeport, N. Y.

SULLIVAN, JOHN

WEKY, Richmond, Ky.

SWARINGEN, JAMES D.

WJBR, Haleyville, Ala.

SYLVERN, HANK

Jane Froman Show, Phil Silvers,
CBS-TV; Comic Weekly Man, NBC;
Morning Show, CBS; Signature Mu-
sic

— T —

TAYLOR, KAY

WHAT, Hopewell, Va.

TAYLOR, MARION

WJWL, Georgetown, Del.

THOMPSON, BILL

WVCU-TV, Erie, Pa.

THOMPSON, JAMES

WPPA, Pottsville, Pa.

TIERNEY, GEORGE

WBYS, Canton, Ill.

TRENDLER, ROBERT

WGN-TV, Chicago, Ill.

TRIGG, STEVE

KOSA, Odessa, Tex.

**TROTTER, JOHN
SCOTT**

B. June 14, 1908, Charlotte, N. C.
Bing Crosby Show, CBS, CBS-TV;
George Gobel Show, NBC-TV

TRUESDELL, GEORGE

KOA, Denver, Colo.

TURNER, HARRY

KGHL, Billings, Mont.

— U —

UPCHURCH, RICHARD

WSMT, Sparta, Tenn.

— V —

VAETH, PAT

KKTU, Colorado Springs,
Colo.

VAGNONI, FRANCISCO

WABC

VAN DRIEL, BOB

KGGM, Albuquerque,
N. Mex.

VAN PELT, PAULINE

KFJB, Marshalltown, Iowa

VENN, MARLENE

KSUM, Fairmont, Mont.

VINCENT, PAT

WBNY, Buffalo, N. Y.

VOEGELI, DON

WMTV, Madison, Wis.

VON KANEL, ELMER

KTUC, Tucson, Ariz.

VOORHEES, DONALD

Telephone Hour
NBC

VOSS, JOSEPH

KSTL, St. Louis, Mo.

— W —

WACKER, PHIL

KXRO, Aberdeen, Wash.

WAHLEN, BERT

KSET, El Paso, Tex.

WALKER, BILL

WGH, Norfolk, Va.

WALKER, HENRY

WEDO, McKeesport, Pa.

WALTERS, WANDA

KVLH, Panls Valley, Okla.

WARD, BOBBY

KJOE, Shreveport, La.

WARDLE, WILLIAM

WTAQ, LaGrange, Ill.

WARDRIE, JEAN

WGRC, Louisville, Ky.

WARING, FRED

The Fred Waring Show, NBC-TV

WARNER, JO

KORT, Grangeville, Idaho

WARREN, JAMES

KXA, Seattle, Wash.

WALTERS, FAUSTINE

KMJ, Fresno, Cal.

WALTERS, FRANK H.

KUIN, Grants Pass, Ore.

WAYNE, BERNIE

Composer, Author, Director, Free-
Lance

WAYNE, ROGER

WHLI, Hempstead, N. Y.

WEAVER, BARBARA

KOVO, Provo, Utah

WEBBER, BUDDY

WIRE, Indianapolis, Ind.

WEBER, HENRY

WGN-TV, WGN, Chicago,
Ill.

WEED, BUDDY

WABC

WEISS, BEULAH

KCHS, Truth or Conse-
quences, N. Mex.

WELLENHOFFER, JOHN

WOTR, Corry, Pa.

WELSH, ROBERT O.

WLAN, Lancaster, Pa.

WGITENTON, RETA

WCKB, Dunn, N. C.

WHIDDEN, SCOOTER

KBTM, Jonesboro, Ark.

WHITTLE, JIMMIE

KPHO, Phoenix, Ariz.

WIDENHOFER,

NORMAN C.

WGL, Ft. Wayne, Ind.

WILCOX, JOHN

KBOL, Boulder, Colo.

WILLIAMS, BENNIE

WFTC, Kingston, N. C.

WILLIAMS, JAMES

WGBG, Greensboro, N. C.

WILLIAMS, MARC

KHOZ, Harrison, Ark.

WILLIAMS, TEX

NBC

WILLIAMS, JEAN

KLX, Oakland, Cal.

WILLS, JOYCE

WBMA, Beaufort, N. C.

WILLMS, CHARLES J.

KFAM, St. Cloud, Minn.

WILLSON, MEREDITH

Mnsic Room
NBC

WILSON, DONALD S.

WDYK, Cumberland, Md.

WILSON, KENNETH H.

WHDH, Boston, Mass.

WINN, JOHNNY

WFEM-TV, Indianapolis,
Ind.

WINTERS, JOHN

Paging the New, Whisper-
ing Streets
WABC

WOITA, RODNEY

KRWC, Forest Grove, Ore.

WOODS, DALE

KPQ, Wenatche, Wash.

WOOD, TOMMY

WMBR-TV, WMBR,
Jacksonville, Fla.

WOODWARD, LEE

WBAP, Ft. Worth, Tex.

WYANT, ELDEN

WHAK, Rogers City,
Mich.

— Y —

YATES, GLORIA

KVVO-TV, Tulsa, Okla.

YOHE, CHARLES RUSS

WBOC, Salisbury, Md.

YOUNG, VICTOR

B. Aug. 8, 1900, Warsaw, Poland

YOUNGBLOOD, JIM

WPAD, Paducah, Ky.

YOUNTS, ELIZABETH M.

WEEB, Southern Pines,
N. C.

— Z —

ZIMMERMAN, HARRY

KFJ-TV, Los Angeles,
Cal.

ZIMMERMAN, HARRY

Martha Raye Show
NBC-TV

ZWICK, MARSHALL

KXLW, St. Louis, Mo.

WOMEN COMMENTATORS

HOME ECONOMISTS of U. S. Radio and TV Stations



— A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.
 Abeysa, Vergie.....KGGM, Albuquerque, N. Mex.
 Accola, Dorothy.....KASL, New Castle, Wyo.
 Adams, Belle.....WKEL, Kewanee, Ill.
 Adams, Carol.....WHBC, Canton, Ohio
 Adams, Georgia.....WMFG, Hibbing, Minn.
 Adams, Kay.....WQUA, Moline, Ill.
 Adamson, Shirley.....KAFY, Bakersfield, Cal.
 Aders, Edna M.....WLSI, Pikeville, Ky.
 Alexander, Jeanne.....WBT, Charlotte, N. C.
 Allen, Dolores.....WDOR, Sturgeon Bay, Wis.
 Allen, Eve.....WHWL, Nanticoke, Pa.
 Altizer, Betty.....WRIC, Richlands, Va.
 Anderson, Carol.....KAYS, Hays, Kan.
 Anderson, Blanch.....WLOA, Pittsburgh, Pa.
 Anderson, Fran.....KXRA, Alexander, Minn.
 Anderson, Joe.....KXJB-TV, Valley City, N. D.
 Anderson, Jo.....KVOX, Moorhead, Minn.
 Angell, Barbara.....KPTV, Portland, Ore.
 Antes, Marian.....WRAK, Williamsport, Pa.
 Antoine, Frances.....WVIM, Vicksburg, Miss.
 Antonetti, Clara.....WVTS, Brattleboro, Vt.
 Andrews, Betty.....WJFJ, Hagerstown, Md.
 Ames, Jane Ellen.....WKIP, Poughkeepsie, N. Y.
 Amsler, Barbara.....KATV, Pine Bluff, Ark.
 Amspaugh, Faith.....WMTCT, Vanceleve, Ky.
 Arch, Shirley.....WHLD, Niagara Falls, N. Y.
 Arden, Georgie.....WDAY-TV, Fargo, N. D.
 Ariens, Phyllis.....WIBH, Mattoon, Ill.
 Arlen, Margaret.....WCBS-TV, New York, N. Y.
 Armand, Dorothy.....WCOV, Montgomery, Ala.
 Armstrong, Jennie Belle.....WSYR, Syracuse, N. Y.
 Arrington, Dera.....KTVE, Longview, Tex.
 Artman, Marion.....WGAP, Maryville, Tenn.
 Ashburn, Virginia.....WINA, Peckskill, N. Y.
 Ashlock, Marguerite.....WMT-TV, Cedar Rapids, Iowa
 Ashton, Ruth.....KNX, Los Angeles, Cal.
 Aska, Marie.....WREX-TV, Rockford, Ill.
 Asper, Myrtle.....KID, Idaho Falls, Idaho
 Axton, Louise.....KTOP, Topeka, Kan.

— B —

Bacher, Jeanne.....KGST, Fresno, Cal.
 Baer, Mid.....WGRD, Grand Rapids, Mich.
 Bagley, Harriet.....KOVE, Lander, Wyo.
 Bahwell, Marilyn.....WKTY, La Crosse, Wis.
 Babakel, Dia.....WKIN, Kingsport, Tenn.
 Bailey, Francille.....KWOS, Jefferson City, Mo.
 Bailey, Martha.....WFOS-TV, Asheville, N. C.
 Baker, Evangeline.....KGO-TV, San Francisco, Cal.
 Baker, Dorothy.....KGKO, Dallas, Tex.
 Baker, Jane.....KNTV, San Jose, Cal.
 Baker, Virginia.....KCKY, Coolidge, Ariz.
 Baldwin, Bette.....WHEP, Foley, Ala.
 Baldwin, Bettie.....KXSI, Sedalia, Mo.
 Baldwin, Helen.....WNHP-TV, Binghamton, N. Y.
 Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
 Buncroft, Barbara.....WMMB, Melbourne, Fla.
 Banford, Dawa.....KOOL-TV, Phoenix, Ariz.
 Barkwell, Patsy.....KOOS, Coos Bay, Ore.
 Barnes, Beatrice.....WDCL, Tarpon Springs, Fla.
 Barnes, Jackie.....WWGP, Sanford, N. C.
 Barnes, Jo Ann.....WJRD, Tuscaloosa, Ala.
 Barric, Wendy.....WARD, New York, N. Y.
 Bastion, Vic.....KFSA-TV, Ft. Smith, Ark.
 Batross, Ellen.....WHIZ-TV, Zanesville, Ohio
 Batten, Vivian.....KWTV, Oklahoma City, Okla.
 Bauby, Cathy.....WMCFT, Memphis, Tenn.
 Baxter, Betty.....KWJI, Portland, Ore.
 Beane, Jacqueline.....WNES, Central City, Ky.
 Bechtel, Ethel.....WACB, Kittanning, Pa.
 Redell, Diane.....WRAL, Raleigh, N. C.
 Beeley, Helen.....WORD, Spartanburg, S. C.
 Beifuss, Trudy.....WXIX, Milwaukee, Wis.
 Belaval, Angela.....WAPA-TV, San Juan, P. R.

Bender, Leona.....KTSA, San Antonio, Tex.
 Benell, Julie.....WFAA-TV, Dallas, Tex.
 Bennett, Mickey.....WWOK, Charlotte, N. C.
 Benzstrom, M.....WKNB-TV, New Britain, Conn.
 Berentsen, Margaret.....WDON, Wheaton, Md.
 Bergeron, Marie.....KTIB, Thibodaux, La.
 Berry, Marilou.....WJPS, Evansville, Ind.
 Berryman, Diane.....KROC-TV, Rochester, Minn.
 Best, Natalie.....KNX, Los Angeles, Cal.
 Biebel, Helen.....WMMN, Fairmont, W. Va.
 Bielch, Ival.....KBLO, Hot Springs, Ark.
 Biggley, Patricia.....WSNY, Schenectady, N. Y.
 Bingham, Constance.....WOHI, E. Liverpool, Ohio
 Binns, Barbara.....WVCG, Coral Gables, Fla.
 Birdwell, Betty.....WHUB, Cookeville, Tenn.
 Bisgaard, Jo Ann.....KXO, El Centro, Cal.
 Bishop, Phyllis.....WMBR, Jacksonville, Fla.
 Black, Mabel.....WMGY, Montgomery, Ala.
 Blades, Pat.....WFUN, Huntsville, Ala.
 Blair, Liz.....KMBY, Monterey, Cal.
 Blake, Julie.....WFEEA, Manchester, N. H.
 Blake, Nancy.....WHOL, Allentown, Pa.
 Blanton, Liz.....KRBC-TV, Abilene, Tex.
 Blazer, Eleanor.....WHOK, Lancaster, Ohio
 Bleeck, Ruth.....WIMS, Michigan City, Ind.
 Block, Rosemary.....KWPC, Muscatine, Iowa
 Blunt, Carolyn.....WOKJ, Jackson, Miss.
 Bochman, Robbie.....WBEU, Beaufort, S. C.
 Boehm, Mary Kay.....WITZ, Jasper, Ind.
 Bohne, Marion.....KITM, Jonesboro, Ark.
 Bolding, Pat.....WCGC, Belmont, N. C.
 Bond, Betty.....WVSL, Roanoke, Va.
 Bond, Jane.....WENY, Elmira, N. Y.
 Booth, Bette.....KLWN, Lawrence, Kan.
 Bosley, Mary.....WOWL, Florence, Ala.
 Bowden, Jane Jr.....WBRG, Jessup, Ga.
 Bowen, Jerry.....KHSL-TV, Chico, Cal.
 Bowman, Helen.....WIKI, Newport, Vt.
 Box, Mary Jane.....WFRX, W. Frankport, Ill.
 Boyette, Martha.....WTRP, La Grange, Ga.
 Bracken, Virginia.....WDOV, Dover, Del.
 Braddley, Mary.....WMTR, Morristown, N. J.
 Brandenburg, Catharine.....WREN, Topeka, Kan.
 Brent, Ruth.....KGNC-TV, Amarillo, Tex.
 Brennan, Nora.....WVRL-TV, Columbus, Ga.
 Bridges, Evelyn.....KGAL, Lebanon, Ore.
 Bright, Betty.....KUTV, Salt Lake City, Utah
 Brinzins, Consuelo.....KCCT, Corpus Christi, Tex.
 Briscoe, Charlotte.....KTUH, Hutchinson, Kan.
 Broeze, Heloise.....WFEL, Boston, Mass.
 Bromon, Kilty.....WWLP, Springfield, Mass.
 Brooks, Bonnie Jean.....KBHS, Hot Springs, Ark.
 Brooks, Helen.....WFBR, Baltimore, Md.
 Brooks, Jane.....WTVR, Richmond, Va.
 Brooks, Martha.....WGY, Schenectady, N. Y.
 Broughton, Betty.....WSAV-TV, Savannah, Ga.
 Brown, Beverly.....KIMA-TV, Yakima, Wash.
 Brown, Gerry.....KDKD, Clinton, Mo.
 Brown, Miriam.....WQOZ, Ozark, Ala.
 Browne, Olivia.....WMCT, Memphis, Tenn.
 Brunton, Alberta.....KXIC, Iowa City, Iowa
 Brunton, Beverly.....KVAL-TV, Eugene, Ore.
 Bryant, Rosemary.....WJFF, Herrin, Ill.
 Bursati, Vivian.....WIST, Charlotte, N. C.
 Burbank, Sara.....WNBZ, Binghamton, N. Y.
 Burchell, Lillian.....WBMS, Boston, Mass.
 Burke, Kathy.....WDLG, Fort Jervis, N. Y.
 Burleson, Lois.....KION, Pecos, Tex.
 Burner, Rose.....WHTN-TV, Huntington, W. Va.
 Burnsaw, M. J.....WHTN-TV, Huntington, W. Va.
 Burris, Vina.....KNAL, Victoria, Tex.
 Burt, Ellen T.....WIBX, Utica, N. Y.
 Busck, Anita.....KNBX, Kirkland, Wash.
 Bushnell, Georgiana.....WPIJ, St. Petersburg, Fla.
 Bull, Peggy.....KCMJ, Palm Springs, Cal.
 Butler, Euzenia.....WGAU, Athens, Ga.
 Butler, Jane.....WGRS, Miami, Fla.
 Butterworth, Ann.....KDON, Salinas, Cal.
 Byerly, Jeannine.....WTNC, Thomasville, N. C.

Byrne, Maggi.....WNBK, Cleveland, Ohio
 Byrne, Mary Margaret.WDAK-TV, Columbus, Ga.
 Byron, Eva.....WTVT, Petersburg, Fla.

— C —

Cain, Jeanne.....KKTV, Colorado Springs, Col.
 Calfee, Lu.....WAAM-TV, Baltimore, Md.
 Calloway, Elizabeth.....KTRC, Lufkin, Tex.
 Cameron, Barbara.....WCPO, Cincinnati, Ohio
 Campbell, Dorothy M.....WKDO, Augusta, Me.
 Campbell, Lanthe.....WHKY, Hickory, N. C.
 Canady, Ann.....KWBB, Wichita, Kan.
 Capland, Letha Lee.....KPCAC, Fort Arthur, Tex.
 Carol, Ann.....WWTV, Cadillac, Mich.
 Carlson, Mary Alice.....KGBX, Springfield, Mo.
 Carlson, Mildred.....WBZ, Boston, Mass.
 Carlson, Norah.....WLYC, Williamsport, Pa.
 Carpenter, Pat.....WHFB, Benton Harbor, Mich.
 Carper, Hallie.....KXLW, St. Louis, Mo.
 Carr, Elizabeth.....WBBZ, Ponca City, Okla.
 Carroll, Helen.....WILQ, Frankfort, Ind.
 Carroll, Joan.....WBIS, Bristol, Conn.
 Carter, Francis.....WAZL, Hazleton, Pa.
 Carter, Joan.....KTSM-TV, El Paso, Tex.
 Carter, Mary.....KRLD-TV, Dallas, Tex.
 Casey, Mary Ann.....KEYI, Santa Barbara, Cal.
 Casey, Wynne.....WJOY, Burlington, Vt.
 Cass, Betty.....WIBA, Madison, Wis.
 Castile, Lynn.....KHJ, Los Angeles, Cal.
 Cato, Evelyn.....WMFS, Chattanooga, Tenn.
 Caultkins, Lynn.....WFRM, Coudersport, Pa.
 Cavanagh, Gloria.....WJIM-TV, Lansing, Mich.
 Cavanaugh, Jo.....WGLV, Easton, Pa.
 Cavin, Patty.....WRC, Washington, D. C.
 Chaffee, Darlene.....KOSI, Aurora, Col.
 Chambers, Jo Elyn.....KVOL, Lafayette, La.
 Chapman, Mary.....WCDL, Carbondale, Pa.
 Chase, Julie.....WTAG, Worcester, Mass.
 Check, Nell.....WKRM, Columbia, Tenn.
 Cherry, Opal E.....WKAY, Glasgow, Ky.
 Chinn, Mary Jane.....KRNT, Des Moines, Iowa
 Clark, Gail.....KSBW-TV, Salinas, Cal.
 Clarke, Betty.....WFDF, Flint, Mich.
 Clary, Mavorine.....WJAN, Spartanburg, S. C.
 Clayton, Reba.....WQXI, Atlanta, Ga.
 Clemons, Connie.....WFJB, Marshalltown, Iowa
 Cochran, J. T.....WAIN, Columbia, Ky.
 Cochran, Mary B.....WTBC-TV, Tuscaloosa, Ala.
 Cochran, Bette Rae.....WTDQ, Toledo, Ohio
 Cole, Betty.....WICH, Norwich, Conn.
 Cole, Jean.....WHIE, Griffin, Ga.
 Coleman, Dottie.....WGTH, Hartford, Conn.
 Collier, Arlene.....WGNI, Wilmington, N. C.
 Collier, Dorothy.....KCOL, Fort Collins, Colo.
 Collins, Edna G.....KCIW, Carroll, Iowa
 Collins, Helen.....KTTN, Trenton, Mo.
 Collins, Kay.....WIS, Columbia, S. C.
 Collins, Margo.....WWNC, Asheville, N. C.
 Collins, Marjorie.....WTRL, Bradenton, Fla.
 Colnik, Gretchen.....WISN-TV, Milwaukee, Wis.
 Comfort, Mary.....KTRC, Santa Fe, N. Mex.
 Commer, Carol.....WABJ, Adrian, Mich.
 Conner, Dorothy.....WGL, Fort Wayne, Ind.
 Connelly, Jeanne.....WNEB, Worcester, Mass.
 Conrad, Carolyn.....KCOY, Santa Maria, Cal.
 Cook, Connie.....WOW, Omaha, Neb.
 Cook, Eve.....WSBA, York, Pa.
 Cook, Irene.....KGER, Long Beach, Cal.
 Cooke, Kay B.....WKBW, Buffalo, N. Y.
 Cooke, Patti.....KPOJ, Portland, Ore.
 Cox, Dorothy.....KRRV, Sherman, Tex.
 Coppens, Nancy.....WMAM, Marinette, Wis.
 Costello, Beverly C.....WGAY, Silver Spring, Md.
 Cotton, Dorothy.....WHEC, Rochester, N. Y.
 Crahan, Mary Kaye.....KDTH, Dubuque, Iowa
 Craig, Julie.....WICS, Springfield, Ill.
 Cramb, Beryle.....KLMR, Lamar, Colo.
 Cramer, Alma.....WARD, Johnstown, Pa.
 Crane, Joan.....WCAU-TV, Philadelphia, Pa.
 Crane, Martha.....WLS, Chicago, Ill.
 Craven, Marie.....WGBG, Greensboro, N. C.
 Crawford, Jeanette.....WFIE-TV, Evansville, Ind.
 Crawford, Lee.....WJNO-TV, Palm Beach, Fla.
 Crowther, Joan.WNHC-TV, New Haven, Conn.
 Cummins, Hilda.....WBMA, Beaufort, N. C.
 Curet, Marge.....WVMI, Biloxi, Miss.
 Currier, Bernice.....KMA, Shenandoah, Iowa
 Curry, Cathy.....WLOU, Louisville, Ky.

— D —

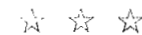
Daehler, Polly.....WPAY, Portsmouth, Ohio
 Daffron, Polly.....WRNL, Richmond, Va.
 Dalton, Jane.....WSPA, Spartanburg, S. C.
 Daly, Anne.....WPDQ, Jacksonville, Fla.
 Dame, Paula.....WDOT, Burlington, Vt.
 Daniels, Bennie.....KSWO-TV, Lawton, Okla.
 Daniels, Catherine.WISH-TV, Indianapolis, Ind.
 Daniels, Nan.....WLEA, Hornell, N. Y.
 Davis, Betty.....KOLN-TV, Portland, Ore.
 Davis, Dorothy P.....KIST, Santa Barbara, Cal.
 Davis, Jerry.....WGGG, Brunswick, Ga.
 Davis, Sara.....KAGR, Yuba City, Cal.
 Davis, Velda.....KSPI, Stillwater, Okla.
 Dawson, Virginia.....WGEA, Geneva, Ala.
 Day, Erin.....KGVO, Missoula, Mont.
 Day, Louise.....WRFS, Alexander City, Ala.
 Dean, Lois.....KSL-TV, Salt Lake City, Utah
 Deane, Martha.....WOR, New York, N. Y.
 Dearth, Jacqueline G.....WBEX, Chillicothe, Ohio
 Decker, Kay.....KODI, Cody, Wyo.
 Dees, Grace.....WAJF, Decatur, Ala.
 Dennis, Joyce.....KRHD, Duncan, Okla.
 Demas, Jana.....WKRC-TV, Cincinnati, Ohio
 Dettinger, Alma.....WQXR, New York, N. Y.
 De Vore, Gloria.....KFDM-TV, Beaumont, Tex.
 Dickens, Dean.....WGST, Atlanta, Ga.
 Difilippo, Kim.....WNOK-TV, Columbia, S. C.
 Dittmer, Beverly.....WHGR, Houghton Lake, Mich.
 Dixon, Martha.....WJIM-TV, Lansing, Mich.
 Donat, Esther.....KFEQ-TV, St. Joseph, Mo.
 Doane, Dorothy.....WILS, Lansing, Mich.
 Dodier, Verna.....WHLL, Medford, Mass.
 Doke, Dele.....KWTO, Springfield, Mo.
 Donald, Vivian.....WAIP, Prichard, Ala.
 Donges, Cathy.....WATG, Ashland, Ohio
 Donovan, Joyce P.....WTRY, Troy, N. Y.
 Dooley, Edna.....WTVQ, Durham, N. C.
 Doonan, Katie.....WCHS-TV, Charleston, W. Va.
 Doran, Jeanne.....WMRO, Aurora, Ill.
 Dorsey, Polly.....WBMD, Baltimore, Md.
 Doyle, Elaine.....KVSM, San Mateo, Cal.
 Drooz, Elaine.....WPTR, Albany, N. Y.
 Duvall, Carol.....WOOD-TV, Grand Rapids, Mich.
 Duakte, Gwen.....WFPK, Panama City, Fla.
 Duke, Ann.....WDBL, Springfield, Tenn.
 Duncan, Eleanor.....WSOY, Decatur, Ala.
 Duncan, Earline.....WPNX, Phenix City, Ala.
 Duncan, Florence.....WTTG, Washington, D. C.
 Duncan, Jean.....WGGH, Marion, Ill.
 Duncan, Martha.....WOL-TV, Ames, Iowa
 Dunlop, Ruth.....KPHO, Phoenix, Ariz.
 Dunn, Jo Anne.....WTRX, Bellaire, Ohio
 Dwyer, Mary.....WTRD, Augusta, Ga.

— E —

Eason, Imogene.....WGAI, Elizabeth City, N. Y.
 Eckloff, Maurine.....KHOL-TV, Holdrege, Neb.
 Edwards, Cookie.WTRF-TV, Wheeling, W. Va.
 Edwards, Eleanor.....WCLL, Corning, N. Y.
 Edwards, Evelyn K.....WWGS, Tifton, Ga.
 Edwards, Mary Lou.....WORZ, Orlando, Fla.
 Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
 Elen, Kaytee.....KTLN, Denver, Col.
 Elliott, Martha.....WHIR, Danville, Ky.
 Elliott, Pat.....WAGF, Dothan, Ala.
 Ellis, Suzy.....WCPM, Cumberland, Ky.
 Englebrecht, Charlene.WKLA, Ludington, Mich.
 Erlanson, Marian.....KXOB, Stockton, Cal.
 Erpenbeck, Beverly.....WMUS, Muskegon, Mich.
 Eubanks, L.....WETZ, New Martinsville, W. Va.
 Eubanks, Velma.....WMUU, Greenville, S. C.
 Evans, Christine.....WHDD, Boston, Mass.
 Evans, Joan.....WIBC, Indianapolis, Ind.
 Evans, Fran.....WMUR-TV, Manchester, N. H.
 Evans, Sally.....WMT, Cedar Rapids, Iowa
 Eward, Fran.....WKBV, Richmond, Ind.
 Exum, Loretta.....WDAK, Columbus, Ga.

— F —

Fabian, Irene.....WICU-TV, Erie, Pa.
 Fabiani, Rozell.....WRBL-TV, Columbus, Ga.
 Falger, Mary Jane.WPME, Punxsutawney, Pa.
 Falkenburg, Jinx.WRCA-TV, New York, N. Y.
 Farmer, Helen.....WBML, Macon, Ga.
 Farmer, Pat.....WHLN, Harlan, Ky.
 Farrar, Mary.....WLMJ, Jackson, Ohio



Farrington, Vivian WFKO, Waverly, Ohio
 Faye, Dorothy WDAF, Kansas City, Mo.
 Frazier, Betty WBTV, Charlotte, N. C.
 Feltou, Maggie WFAL, Fayetteville, N. C.
 Fenley, Maurine KMCO, Canoe, Tex.
 Ferris, Jill KBTV, Denver, Col.
 Fitzgerald, Pegreen WBCA, New York, N. Y.
 Flanders, Lydia WTAG, Worcester, Mass.
 Fletcher, Ruth KSEI, Poconetto, Idaho
 Flower, Elsie KGDM, Stockton, Cal.
 Flowers, Helen B. WMOD, Moundsville, W. Va.
 Flournoy, Rose WRBL, Columbus, Ga.
 Lloyd, Odell WCEH, Hawkesville, Ga.
 Fontaine, Pat KARK, Little Rock, Ark.
 Foran, Margaret H. WAAF, Chicago, Ill.
 Ford, Beverly KNON, Grand Forks, N. D.
 Ford, Jackie KSNAN, San Francisco, Cal.
 Forchard, Ruth WDKN, Dickson, Tenn.
 Fougue, Sonia WLAM, Lewiston, Me.
 Foster, Joan WVOK, Birmingham, Ala.
 Foster, Joanne WCHV, Charlottesville, Va.
 Foster, Marilyn WDEH, Sweetwater, Tenn.
 Fortescue, Priscilla WBEI, Boston, Mass.
 Fowler, Fern WKOW-TV, Madison, Wis.
 Fox, N. L. KCHS, Truth or Consequences, N. Mex.
 Fox, Evelyn WCN, Cincinnati, Ohio
 Francis, Adlene WRCV, WRCV-TV, N. Y., N. Y.
 Frank, Betty J. WJCM, Sebring, Fla.
 Freeman, Lois WGRE, Evansville, Ind.
 Friberg, Alice WCYB, Bristol, Va.
 Fris, Betty WGO, Valdosta, Ga.
 Fritz, Alene KNAE, Fredericksburg, Tex.
 Fry, Kay KRIS, Corpus Christi, Tex.
 Fugak, Rose WHLW, Nanticoke, Pa.

— G —

Gaillard, Katherine WFIG, Sumter, S. C.
 Gaines, Myrtle WOKZ, Alton, Ill.
 Gaines, Evelyn WCKB, Dunn, N. C.
 Gale, Virginia WGN, Chicago, Ill.
 Galvin, Genee J. WBRV, Waterbury, Conn.
 Gay, Dottie WDOQ, Cleveland, Ohio
 Gay, Pat KIZ, Denver, Col.
 Gellerstedt, Barbara WTVY, Dothan, Ala.
 Geyer, Marion WAKR, Akron, Ohio
 Gibbs, Agnes WCSH, Portland, Me.
 Gilchrist, Norma KTTY, Los Angeles, Cal.
 Gilmer, Betty KGBN, Springfield, Me.
 Godofsky, Marjann WHLL, Hudson, N. Y.
 Godwin, Katherine WAFD-TV, Wilmington, N. C.
 Goodman, Ruth M. WTOG, Savannah, Ga.
 Goodell, Karch WARK-TV, W. Palm Beach, Fla.
 Goodman, Betty WTAQ, Boston, Mass.
 Goodough, Helen WHDL, Olean, N. Y.
 Goeman, Johnny KVMC, Colorado City, Tex.
 Goeman, Marjorie C. KACA-TV, Tucson, Ariz.
 Guthberg, Ozelle WFPA, Ft. Payne, Ala.
 Gottlieb, Ruth WMSO, Columbia, S. C.
 Craft, Shirley KIGN, Logan, Utah
 Graham, Lee WABD, New York, N. Y.
 Graham, Virginia WARD, New York, N. Y.
 Granger, Betty WLBB, New York, N. Y.
 Gray, Katherine WBOC, Salisbury, Md.
 Gray, Louise WBBW, Youngstown, Ohio
 Green, Connie KBOR, Brownsville, Tex.
 Green, Linda KSVP, Artesia, N. Mex.
 Greene, June K. WHAI, Greenfield, Mass.
 Gregoire, Juliet KNOG, Chico, Cal.
 Grey, Ethel WSHA, York, Pa.
 Griffin, Virginia WSTV-TV, Steubenville, Ohio
 Grindlay, Hilary WFTS, Bloomington, Ind.
 Grover, Gertrude WHCU, Ilwaco, N. Y.
 Groves, Jean KBIM, Roswell, N. Mex.
 Gunning, Betty WJAR, Providence, R. I.

— H —

Haden, Evelyn WKWK, Wheeling, W. Va.
 Hadley, June WANE, Ft. Wayne, Ind.
 Haebler, Arle WCCO-TV, Minneapolis, Minn.
 Hagen, Viola WCOV-TV, Montgomery, Ala.
 Hall, Frances WJHF, Augusta, Ga.
 Hall, Harriet WNBH, New Bedford, Mass.
 Hall, Martha WCOV-TV, Montgomery, Ala.
 Halle, Jane WSON, Henderson, N. Y.
 Hamilton, Priscilla P. WHEB, Portsmouth, N. H.
 Hancock, Shirley WMTA, Central City, Ky.
 Harbe, Marie WKOA, Hopkinsville, Ky.
 Harper, Ann KFJZ-TV, Ft. Worth, Tex.

Harrell, Bets WJHL-TV, Johnson City, Tenn.
 Harris, Betty WHOW, Clinton, Ill.
 Harris, Fran WWJ, Detroit, Mich.
 Hart, Connie KTBS-TV, Shreveport, La.
 Hartman, Hazel WFTG, Atlantic City, N. J.
 Hasting, Ann KFTM, Ft. Worth, Colo.
 Hatchel, Julia Virginia WPKE, Pikeville, Ky.
 Hax, Beverly KBYT, Santa Barbara, Cal.
 Hayes, Bette WDAF-TV, Kansas City, Mo.
 Hayward, Joyce WGAC, Augusta, Ga.
 Hendrick, Earle W. KGAE, Salem, Ore.
 Healy, Dolores KBRC, Mount Vernon, Wash.
 Healy, Meg KIXI, Dallas, Tex.
 Heath, Martha Ann WFPC, Panama City, Fla.
 Heppner, Winnie KVIC, Victoria, Tex.
 Heck, Jane WLCR, Torrington, Conn.
 Heckel, Faith WHAI, Hopewell, Va.
 Heckler, Doris WPTZ, Philadelphia, Pa.
 Henderson, Louise WSNJ, Bridgeton, N. J.
 Henderson, Margaret WGSV, Guntersville, Ala.
 Herold, Florence WFTN, Watertown, Wis.
 Hession, Jean WLOX, Biloxi, Miss.
 Hicken, Patsy WCSC-TV, Charleston, S. C.
 Hickox, Mary KFI, Los Angeles, Cal.
 Hileman, William KVOC, Casper, Wyo.
 Hill, Ann KFBK, Sacramento, Cal.
 Hines, Margalene KIMA, Yakima, Wash.
 Hoffman, Emuly G. WULA, Enfield, Ala.
 Holland, Jo WLBT, Jackson, Miss.
 Holmes, Audrey WLAC, Nashville, Tenn.
 Hollenworth, Mayme KWRP, Warren, Ark.
 Hooc, Clare KELA, Sioux Falls, S. D.
 Hopkins, Dorothy KDRO-TV, Sedalia, Mo.
 Holden, Ann KGO, San Francisco, Cal.
 Holgate, Helen KSDN, Aberdeen, S. D.
 Holliday, Mary WACO, Waco, Tex.
 Horn, Elaine KVOS, Bellingham, Wash.
 Hooring, June WALA-TV, Mobile, Ala.
 Hoover, Jo WNCV, Greenville, N. C.
 Hoover, Roberts WLDS, Jacksonville, Ill.
 Hoskins, Phyl WMMB, Melbourne, Fla.
 Hoyt, Isabelle KVAN, Vancouver, Wash.
 Hudgins, Virginia WLOE, Leaksville, N. C.
 Huffman, Helen M. WAYE, Waynesboro, Va.
 Hughes, Claire KWKW, Pasadena, Cal.
 Hughes, Shirley WFAN, Clearwater, Fla.
 Hulbert, Marcella KOLN-TV, Lincoln, Neb.
 Hummel, Barbara WHBQ-TV, Memphis, Tenn.
 Humphreys, Ruth WWSC, Glens Falls, N. Y.
 Hutch, Nita WTVN, Columbus, Ohio
 Hutchison, Elizabeth WGVN, Greenville, Miss.
 Hutson, Lee WSAC, Radcliff, Ky.
 Hyland, Miriam KMMT, Austin, Minn.

— I —

Inhola, Dorothy KRIB, Abilene, Tex.
 Inderen, Irene WFRM-TV, Indianapolis, Ind.
 Ingrams, Mary KGRH, Fayetteville, Ark.
 Ingram, Marian WJWS, South Hill, Va.
 Irving, Bette WKOY, Bluefield, W. Va.
 Irving, Peggy WMAY, Springfield, Ill.
 Ison, Janice WKBY, Richmond, Ind.

— J —

Jackson, Libby WMDC, Hazlehurst, Miss.
 Jackson, Pat KADA, Ada, Okla.
 Jacobson, Carolyn WCSH-TV, Portland, Me.
 Jacobson, Dorothy KPUG, Bellingham, Wash.
 Jacobson, Evelyn WGZ, Kalispell, Mont.
 Jarman, Frances WDBC, Durham, N. C.
 Jedzerek, Theresa KAWT, Douglas, Ariz.
 Jenks, Mary Ellen WMTV, Madison, Wis.
 Jennemann, Doris KSTL, St. Louis, Mo.
 Jennings, Sunnie WRGB, Scheectady, N. Y.
 Jensen, Marie KTRC-TV, Austin, Tex.
 Jenquist, Dorothy WMBV-TV, Marinette, Wis.
 John, Alma WWRL, New York, N. Y.
 Johnson, Marilyn WGH, Galesburg, Ill.
 Johnson, Reg KMBC-TV, Kansas City, Mo.
 Johnson, Diane WCA, Champaign, Ill.
 Johnson, Fern KSUB, Cedar City, Utah
 Johnson, Gerry KRLD-TV, Dallas, Tex.
 Johnson, Margaret KCRG, Cedar Rapids, Iowa
 Johnson, Min WMON, Monticore, W. Va.
 Johnson, Pat WHAV, Haverhill, Mass.
 Johnson, Rosemary WFAA, Dallas, Tex.
 Jones, Ann WLAP, Lexington, Ky.
 Jones, Bess WJEH, Gallipolis, Ohio

Jones, Evelyn.....WDSR, Lake City, Fla.
 Jones, Mary.....WFIL, Philadelphia, Pa.
 Jordan, Meredith.....WCOU, Lewiston, Me.
 Jostedt, Peggy.....KWK-TV, St. Louis, Mo.
 Junker, Dee.....KOOB, Phoenix, Ariz.
 Junod, Connie.....KWBW, Hutchison, Kan.

— K —

Kahler, Jean.....WFIN, Findlay, Ohio
 Karlin, Fay.....KXXX, Colby, Kan.
 Kaufman, Yvonne.....WVSC, Somerest, Pa.
 Kay, Kathryn.....KVOA, Tucson, Ariz.
 Kay, Marti.....WKRC-TV, Cincinnati, Ohio
 Kaye, Barbara.....WKRG, Mobile, Ala.
 Kelly, Nancy.....KRIB, Mason City, Iowa
 Kemp, Marian.....WCAU-TV, Philadelphia, Pa.
 Kercheval, Mary.....WSAZ, Huntington, W. Va.
 Kern, Carolyn.....KERN, Bakersfield, Cal.
 Kerr, Myrl.....KTKR, Fair, Can.
 Keys, Ennis.....WAAG, Aue, Ga.
 Kierson, Walter.....WAYX, Waycross, Ga.
 Kimbrel, Joan.....WIPC, Lake Wales, Fla.
 Kincaid, Earsley F.....WILY, Pittsburgh, Pa.
 King, Carol.....WCAJ, Burlington, Vt.
 King, June.....WLBT, Jackson, Miss.
 King, Marjorie.....KNBC, San Francisco, Cal.
 King, Shirley.....WEAU-TV, Eau Claire, Wis.
 Kingbay, McG.....WCCO, Minneapolis, Minn.
 Kirk, Henrietta.....WAJF, Decatur, Ala.
 Kirsh, Helen.....KMOP, Ocala, Fla.
 Kitchen, Katherine.....KFBK, Sacramento, Cal.
 Klamer, Arlene.....WICA, Ashtabula, Ohio
 Klein, Betty.....KOGT, Orange, Tex.
 Klossner, Jane.....KBRV, Boonville, N. Y.
 Knapp, La Vonne.....WATK, Antigo, Wis.
 Knealand, Vere.....KLOR, Portland, Ore.
 Knight, Doris.....WKAM, Goshen, Ind.
 Knight, Lee.....WSPD, Toledo, Ohio
 Kooreman, Jean.....KBIZ, Ottumwa, Iowa
 Korey, Kay.....KORE, Eugene, Ore.
 Kounovosky, Rosella.....KLPM, Minot, N. D.
 Kowing, Shirley.....WRRB, Rockford, Ill.
 Kruhgall, Nita.....KRES, St. Joseph, Mo.
 Kuhlman, John R.....KORA, Sacramento, Cal.
 Kurland, Patricia.....WKBN, New Britain, Conn.
 Kyber, Davis.....KOIN-TV, Portland, Ore.
 Kyle, Peggy.....WGTC, Greenville, N. C.

— L —

Lake, Nancy.....WLEC, Sandusky, Ohio
 Lane, Barbara.....WISC, Madison, Wis.
 Lane, Judith.....KIRO, Seattle, Wash.
 Lane, Marian.....WRKD, Rockland, Me.
 Lane, Mary.....KERG, Eugene, Ore.
 Lane, Milly.....WWCA, Gary, Ind.
 Langdon, Harriet.....WARN, Ft. Pierce, Fla.
 Lankford, Ginny.....WZOB, Ft. Payne, Ala.
 Larkin, Jean.....WATS, Sayre, Pa.
 Larson, Kay.....WHEN-TV, Syracuse, N. Y.
 Lauferty, Lillian.....WDBO-TV, Orlando, Fla.
 Lauten, Jane.....WGAN-TV, Portland, Me.
 Lavitan, Gladys.....WIST, Charlotte, N. C.
 Lawshe, Eleanor.....KFNF, Shenandoah, Iowa
 Lawton, J.....KXJB-TV, Valley City, N. D.
 Lee, Betty.....KMJ, Fresno, Cal.
 Lee, Carroll.....KECK, Odessa, Tex.
 Lee, Dorothy.....KPQ, Wenatche, Wash.
 Lee, Edna.....KHQA-TV, Hannibal, Mo.
 Lee, Linda.....KTBC-TV, Austin, Tex.
 Lee, Jetta Sue.....KBTO, El Dorado, Kan.
 Lee, Patsy.....WADE, Wadesboro, N. C.
 Lee, Linda.....KTBC, Austin, Tex.
 Lee, Toni.....WHJB, Greensburg, Pa.
 Lee, Virginia.....WLEE, Richmond, Va.
 Leonard, Beth.....KING-TV, Seattle, Wash.
 Leonard, Elizabeth.....KING, Seattle, Wash.
 Lesscoulie, Sylvia.....KVAR, Mesa, Ariz.
 Lewis, Kitty.....KITI, Chehalis Centralia, Wash.
 Lewis, Wilma.....KAVL, Lancaster, Cal.
 Lewallen, Dorothy.....WGWE, Asheboro, N. C.
 Lindamood, Linda.....WYVE, Wytheville, Va.
 Lindgren, Irene.....WFBM, Indianapolis, Ind.
 Lirette, Jamie.....WMBR-TV, Jacksonville, Fla.
 Livermore, Mercer.....WKKO, Cocoa, Fla.
 Lloyd, Dolly.....KJOE, Shreveport, La.
 Lohmann, Paula.....WMBD, Peoria, Ill.
 Lordan, Margaret.....KSPM, Moses Lake, Wash.
 Love, Nancy.....WAGC, Chattanooga, Tenn.

Lovelace, Claire.....KCSJ-TV, Pueblo, Col.
 Lowrmore, Goldie.....KVKM, Monahans, Tex.
 Lustig, Elaine.....WDBO-TV, Orlando, Fla.
 Lukinen, Jeanne.....WIRL, Peoria, Ill.
 Lynch, Ellen.....WTOM-TV, Lansing, Mich.
 Lynu, Kathryn.....KFAL, Fulton, Mo.
 Lynn, Melda G.....WBCM, Bay City, Mich.
 Lynn, Merrie.....KUOD, Denver, Colo.
 Lyons, Mary.....KKTU, Colorado Springs, Col.

— Mc —

McBride, Jean.....WWJ-TV, Detroit, Mich.
 McCarthy, Josephine.....WRCA-TV, N. Y., N. Y.
 McCook, Marion.....KFXM, San Bernardino, Cal.
 McCroy, Jeannette.....WBAC, Cleveland, Tenn.
 McClure, Helen.....KTSM-TV, El Paso, Tex.
 McDonald, Dorothy Day.....WRFC, Athens, Ga.
 McDonald, Margaret.....WBP, Ft. Worth, Tex.
 McDonald, Margaret.....WBAP, Ft. Worth, Tex.
 McEwen, Effie.....WTAO-TV, Boston, Mass.
 McGeary, Ruth.....WPAP, Parkersburg, W. Va.
 McGregor, Marguerite.....WPEP, Taunton, Mass.
 McGregor, Rosemary.....KBNZ, La Junta, Colo.
 McIntyre, Millie.....WRCO, Richland Center, Wis.
 McIntyre, Susie.....WBT, Charlotte, N. C.
 McJoyut, Pat.....WCLO, Janesville, Wis.
 McKellar, Mildred.....WLOX, Biloxi, Miss.
 McKiernan, Vivian.....KXRO, Aberdeen, Wash.
 McKinnon, Mattie Laura.....WLAU, Laurel, Miss.
 McLane, Jean.....WCAO, Baltimore, Md.
 McLellan, Annette.....KBMX, Coalinga, Cal.
 McMahon, Betty.....KGNC-TV, Amarillo, Tex.
 McMurray, Barbara.....WLRP, New Albany, Ind.
 McNeel, Sherri.....KOCA, Kilgore, Tex.
 McNeely, Beth.....WTSP, St. Petersburg, Fla.
 McNellis, Maggi.....WABD, New York, N. Y.
 McNally, Mary Anne.....KANS, Wichita, Kan.
 McShane, Lu.....KFXD, Nampa, Idaho

— M —

MacDonald, Marie.....KFBI, Wichita, Kan.
 Mack, Elyn.....KBUR, Burlington, Iowa
 Mack, Lois.....WWKY, Winchester, Ky.
 Madden, Gertrude.....WWPA, Williamsport, Pa.
 Maguire, Kathy.....WRGB, Schenectady, N. Y.
 Mallory, Martha.....WWNH, Rochester, N. H.
 Malmgren, Loys.....WNHC-TV, New Haven, Conn.
 Mann, Peggy.....WTV, Durham, N. C.
 Manners, Martha.....WKTU, Utica, N. Y.
 Manship, Mary Ann.....WHSC, Hartsview, S. C.
 Mar, Ann.....WMAR-TV, Baltimore, Md.
 March, Dona.....WADK, Newport, R. I.
 Marin, Fina.....KWKW, Pasadena, Cal.
 Marks, Louise.....KMHL, Marshall, Minn.
 Martin, Clara.....WBIG, Greensboro, N. C.
 Martin, Jean.....KEEN, San Jose, Cal.
 Martin, Josephine.....KFRC, San Francisco, Cal.
 Martin, Margaret.....WSLM, Salem, Ind.
 Martell, Tony.....WEJL, Scranton, Pa.
 Martz, Gayle.....WHLM, Bloomsburg, Pa.
 Marshall, Jane.....WTHH, Port Huron, Mich.
 Marshall, Mary Louise.....WOC, Davenport, Iowa
 Mathis, Sue.....KVOP, Plaiuview, Tex.
 May, Agnes.....WJRW, Detroit, Mich.
 May, Bea.....WITV, Ft. Lauderdale, Fla.
 May, Catherine.....KIT, Yakima, Wash.
 May, Arlene.....WXRA, Buffalo, N. Y.
 Mead, Dorothy.....WSPB, Sarasota, Fla.
 Medrow, Virginia.....WDWS, Champaign, Ill.
 Meirose, Edythe Fern.....WXYZ, Detroit, Mich.
 Mendelson, Jean.....WJNC, Jacksonville, N. C.
 Mercer, Martha.....WKKO, Cocoa, Fla.
 Merchant, Liz.....KFDA-TV, Amarillo, Tex.
 Merman, Rayleen.....KERO-TV, Bakersfield, Cal.
 Merritt, Leonore.....KIH, Hood River, Ore.
 Metzger, Jean.....KVAR, Mesa, Ariz.
 Meyer, Ann.....WGGG, Gainesville, Ga.
 Micklely, Lillian.....WHGB, Harrisburg, Pa.
 Miles, Rory.....WBRE-TV, Wilkes Barre, Pa.
 Miller, Dorothy.....WPAC, Flint, Mich.
 Miller, Helen K.....KVCA-TV, Tucson, Ariz.
 Miller, Janet.....WARM-TV, Scranton, Pa.
 Miller, Jean.....WBOF, Virginia Beach, Va.
 Miller, June.....WSAR, Fall River, Mass.
 Milligan, Marian.....KHQA-TV, Hannibal, Mo.
 Miller, Mildred.....WBEN-TV, Buffalo, N. Y.
 Milligan, June.....KRLC, Lewiston, Idaho
 Mingle, Evonne.....WMTS, Murfreesboro, Tenn.

Mitchell, Ruth.....WTTB, Vero Beach, Fla.
 Mitchell, Verlee.....WEOA, Evansville, Ind.
 Moore, Edna.....WJWJ, Georgetown, Del.
 Moore, Eleanor.....WSBT, South Bend, Ind.
 Moore, Mary.....WJAG, Norfolk, Neb.
 Moore, Meade.....WCNC, Elizabeth City, N. C.
 Morgan, Pearlwixon.....KWFR, San Angelo, Tex.
 Murk, Carol.....WPDR, Portage, Wis.
 Morris, Hallie.....KVTY, Sioux City, Iowa
 Mosier, Sue.....KPKA, Greeley, Col.
 Mortenson, Luella.....WKOW, Madison, Wis.
 Mounter, John.....WVDA, Boston, Mass.
 Mull, Trudy.....KMDO, Fort Scott, Kan.
 Munsch, Louise.....WJEW, St. Louis, Mo.
 Munoz, Margarita.....KTXN, Austin, Tex.
 Mullen, Miriam.....WOSA, Wausau, Wis.
 Murrell, Glenda.....KDDB, Alexandria, La.
 Myerson, Bess.....WABC, New York, N. Y.

— N —

Nackos, Mary J.....WGTN, Wilson, N. C.
 Nannini, Nita.....KJAS, Las Vegas, Nev.
 Neal, Eleanor.....WMBM, Miami Beach, Fla.
 Neely, Nancy.....WFAA-TV, Dallas, Tex.
 Neff, Joan.....WBNY, Buffalo, N. Y.
 Nelco, Betty.....WKNB-TV, New Britain, Conn.
 Nelson, Emilie.....KLTZ, Glasgow, Mont.
 Nelson, Gertrude.....WAOK, Atlanta, Ga.
 Nelson, Irene Buri.....WJLP, Kenosha, Wis.
 Nelson, Romona.....KRAL, Rawlins, Wyo.
 Nesbit, Gene.....WKTV, Ulica, N. Y.
 Nethery, Carol.....KOSY, Texarkana, Ark.
 Neville, Helen.....WGR, Buffalo, N. Y.
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 Nolting, Gladys.....WHDH, McKenzie, Tenn.
 Norman, Adele.....WFOU, Kokomo, Ind.
 Norman, Dee.....WTTG, Washington, D. C.
 Norman, Nancy.....WDZ, Decatur, Ill.
 Norris, Joan.....WJMJ, Philadelphia, Pa.
 Norris, Ruth.....KBKI, Alice, Tex.
 Notari, S.....WEDC, Chicago, Ill.
 Nutley, Pat.....WGEZ, Heloit, Wis.
 Nyberg, Gertrude.....KGHL, Billings, Mont.

— O —

O'Blinger, Jackie.....WHIS, Rulefield, W. Va.
 O'Brien, Barbara.....KTVW, Tacoma, Wash.
 O'Brien, Marzie.....KFBC, Cheyenne, Wyo.
 O'Brien, Mary.....KWK-TV, St. Louis, Mo.
 O'Brien, Mary Lou.....KTBS, Shreveport, La.
 O'Dames, Elizabeth.....WRUN, Ulica, N. Y.
 O'Day, Billie.....WIOD, Miami, Fla.
 Olson, Dee.....WABO, Waynesboro, Miss.
 Oppenheimer, Kitty.....KTFM, San Rafael, Cal.
 Owen, Gordon.....KALL, Salt Lake City, Utah
 Owens, Dottie.....WISL, Shamokin, Pa.
 Owens, Oma.....KWTX, Waco, Tex.

— P —

Pace, Iona.....WHAB, Baxley, Ga.
 Paige, Ann.....WILD, Birmingham, Ala.
 Pagnotti, Ellie.....WPTS, Pittston, Pa.
 Paize, Evalyn.....WTVL, Waterville, Me.
 Palmer, Barbara.....KRMW, The Dalles, Ore.
 Palmer, Margaret.....WCLB, Camilla, Ga.
 Palmer, Shirley.....WORC, Worcester, Mass.
 Palmour, Claire.....WDUN, Gainesville, Ga.
 Panetta, Gene.....WBLK, Clarksburg, W. Va.
 Parker, Ethel.....WELM, Elmira, N. Y.
 Parker, Faye.....WDAR, Savannah, Ga.
 Parker, Pat.....WNNI, Warsaw, Va.
 Parr, Dorothy.....WNNY, Watertown, N. Y.
 Parr, Sally.....KEJZ-TV, Ft. Worth, Tex.
 Parrish, Helen.....KNXT, Los Angeles, Cal.
 Passage, Alice.....KYAK, Yakima, Wash.
 Patrick, Bea.....WKNV, Kingston, N. Y.
 Patterson, Joan.....KVCE, San Luis Obispo, Cal.
 Patton, Madelyo.....WMNC, Moreantown, N. C.
 Paulin, Gladys.....WHOS, Decatur, Ala.
 Payoe, Rex.....KDET, Center, Tex.
 Pearson, Peggy.....WDXL, Lexington, Tenn.
 Peck, Charlotte.....KXOC, Chico, Cal.
 Pedlow, Marion.....WDRF, Chester, Pa.
 Pepe, Marie.....WHXY, Bogalusa, La.

Perkins, Maggie.....WOCB, W. Yarmouth, Mass.
 Ferron, Joan.....KALB, Alexandria, La.
 Peters, Becky.....WJAG, Norfolk, Neb.
 Peters, Irene.....KWLM, Willmar, Minn.
 Peterson, Marilyn.....WDLB, Marshfield, Wis.
 Pfander, Edna.....WKLY, Hartwell, Ga.
 Phillip, Lee.....WBBM-TV, Chicago, Ill.
 Phillips, Bille P.....WBLE, Batesville, Miss.
 Phillips, Wendy.....WIP, Philadelphia, Pa.
 Pickard, Shirley.....WTRB, Ripley, Tenn.
 Pickens, Francine.....KR1W, Walnut Ridge, Ark.
 Pierce, Jackie.....WTVJ, Miami, Fla.
 Pierce, Jo Ann.....KCRV, Caruthersville, Mo.
 Piowaty, Deborah J.....WIRA, Ft. Pierce, Fla.
 Pond, Lynn.....WMAS, Springfield, Mass.
 Pope, Anita.....KFYD, Lubbock, Tex.
 Porter, Marge.....KVNJ, Logan, Utah
 Posey, Jeanne.....KHSL-TV, Chico, Cal.
 Potter, Clifforddean.....WOMI, Owensboro, Ky.
 Powe, Dorothy.....KPLC, Lake Charles, Ln.
 Powell, Sally.....KAMD, Camden, Ark.
 Price, Marjorie.....WILM, Wilmington, Del.
 Protsman, Faith M.....WNER, Live Oak, Fla.

— Q —

Quick, Netta.....WSUH, Oxford, Miss.
 Quinn, Fran.....KJEO, Fresno, Cal.

— R —

Race, Marilyn.....WHKK, Akron, Ohio
 Radom, Edyth.....WDRG, Hartford, Conn.
 Ramsey, Jeanne.....KVDO-TV, Corpus Christi, Tex.
 Ramsey, M.....WSAZ-TV, Huntington, W. Va.
 Randall, Fern.....KWRT, Boonville, Mo.
 Randolph, Lillian.....KOWL, Santa Monica, Cal.
 Ray, Isobel.....WEAU-TV, Eau Claire, Wis.
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 Richards, Joan.....WHBO, Tampa, Fla.
 Riegel, Ethel A.....WKOK, Sunbury, Pa.
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 Ritz, Myrna.....WBTA, Batavia, N. Y.
 Rivard, Mary Alice.....KFOX, Long Beach, Cal.
 Rivera, Bunny.....KRRC-TV, Abilene, Tex.
 Roberts, Helen.....WNRC, New Rochelle, N. Y.
 Roberts, Marion.....WBEN-TV, Buffalo, N. Y.
 Robinson, Sally.....KVOU, Uvalde, Tex.
 Roddy, Pauline.....KODY, N. Platte, Neb.
 Roen, Marion.....KMDO, Modesto, Cal.
 Rogers, Ann.....WHAM, Rochester, N. Y.
 Rogers, Helen.....WHVH, Henderson, N. C.
 Rogers, Floss.....WRMN, Elgin, Ill.
 Ronan, Honore.....WDAN-TV, Danville, Ill.
 Rorabaugh, Greta.....WTRN, Tyrone, Pa.
 Rose, Patty.....KMED, Medford, Ore.
 Roser, Priscilla.....WSFC, Somerset, Ky.
 Rosshach, Marlene.....WRRK, Pittsfield, Mass.
 Rowe, Flo Beach.....WSLB, Ogdensburg, N. Y.
 Rowe, Joann.....KVOR, Colorado Springs, Colo.
 Rubenstein, Eve.....KUFD, Ft. Dodge, Iowa
 Rudolph, Jo Ann.....WKCT, Bowling Green, Ky.
 Ruffin, Elward.....KCNV, San Marcos, Tex.
 Rundle, Ann.....WLAD, Danbury, Conn.
 Rundvold, Inga.....WRC-TV, Washington, D. C.
 Russell, Freddie.....WCOR, Lebanon, Tenn.
 Russell, Kay.....WSYR-TV, Syracuse, N. Y.
 Russell, Lois.....KVMA, Magnolia, Ark.
 Russell, Marvel.....KWTX, Waco, Tex.
 Rust, Sue.....WSHE, Sheboygan, Wis.
 Ryan, Erika.....KUBA, Yuba City, Cal.
 Ryan, Helen.....WNEM-TV, Bay City, Mich.
 Rye, Rita.....WEWO, Laurinburg, N. C.
 Rynning, Lois.....WSAU-TV, Wausau, Wis.

— S —

Samuelson, Connie...WJTN, Jamestown, N. Y.
 Sande, Eleanor Hanson...WHK, Cleveland, Ohio
 Sanders, Esther...KGFV, Kearney, Neo.
 Sando, Florence...KDKA-TV, Pittsburgh, Pa.
 Scarborough, Betsy...WLTC, Gastonia, N. C.
 Scheurich, Catherine...WITY, Danville, Ill.
 Schroeder, D. J...WSAZ-TV, Huntington, W. Va.
 Schroeder, Jane...WSPD-TV, Toledo, Ohio
 Schmeling, Irene...WPLY, Plymouth, Wis.
 Schmidt, Mary...WISN-TV, Milwaukee, Wis.
 Schneider, Eunice...WEPM, Martinsburg, W. Va.
 Schram, Violet...KPOP, Los Angeles, Cal.
 Scott, Margarete...WJAX, Jacksonville, Fla.
 Scott, Romaine...WPAM, Pottsville, Pa.
 Shank, Dorothy...WEBR, Buffalo, N. Y.
 Sharp, Fern...WBNS, Columbus, Ohio
 Sharp, Sozanne...KTUC, Tucson, Ariz.
 Shaw, Marilyn...KWIL, Albany, Ore.
 Shaw, Monette...KENS, San Antonio, Tex.
 Shea, Jeanne...WBNS-TV, Columbus, Ohio
 Sheen, Darcy...WFTH, Lauderdale, Fla.
 Sheffield, Frances...WTJH, E. Point, Ga.
 Sherman, Saralena...KMAN, Manhattan, Kan.
 Shugars, Florence...WROK, Rockford, Ill.
 Shulman, Ruth...WILK, Wilkes Barre, Pa.
 Simpson, Joy...WIMO, Winder, Ga.
 Simms, Hilda...WOV, New York, N. Y.
 Smith, Barbara...KOTV, Tulsa, Okla.
 Smith, Betty...KLIJ, Brainerd, Minn.
 Smith, Doris...WGGZ, Gainesville, Ga.
 Smithart, Edith...WNLA, Indianola, Miss.
 Smith, Edith...WLAF, La Follette, Tenn.
 Smith, Gretchen C...WBW, Bedford, Ind.
 Smith, Jane...KVEN, Ventura, Cal.
 Smith, Joan...KUKI, Ukiah, Cal.
 Smith, Millie...WKBL, Covington, Tenn.
 Smith, Mamie Lee...WJAY, Mullins, S. C.
 Smith, Margaret...KHQ, Spokane, Wash.
 Smith, Patricia...WLAG, Lagrange, Ga.
 Smith, Sue...WDEC, Americus, Ga.
 Smith, Susan...WCUM, Cumberland, Md.
 Smith, Sydney...WRCA, New York, N. Y.
 Smyth, Mariou...WFAH, Alliance, Ohio
 Snyder, Peg...KTVK, Phoenix, Ariz.
 Southern, Anabelle...KVIN, Vinita, Okla.
 Southern, Dixie...WILD, Birmingham, Ala.
 Spagnole, Justina...WTUX, Wilmington, Del.
 Spalding, Martha...WDAF, Kansas City, Mo.
 Sparks, Jeanni...WTSK, Knoxville, Tenn.
 Spear, Beatrice...KDIX, Dickinson, N. D.
 Speece, Wynn...WNAX, Yankton, S. D.
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 Spoor, Peg...WFRV-TV, Green Bay, Wis.
 Stacey, Helen...KOWH, Omaha, Neb.
 Starr, Mary...WATE-TV, Knoxville, Tenn.
 Starr, Molly...KCEN-TV, Temple Waco, Tex.
 Stebbins, Hazel...KFOR, Lincoln, Neb.
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 Stevens, Jane...WJW, Cleveland, Ohio
 Stevens, Jean...WNOW-TV, York, Pa.
 Stevens, Lynn...WFBM-TV, Indianapolis, Ind.
 Stevenson, Miriam...WIS-TV, Columbia, S. C.
 Stillman, Robbin...WAKR-TV, Akron, Ohio
 Storm, Ardys...WGAE, Salem, Ore.
 Storm, Marjorie...WPCT, Putnam, Conn.
 Straker, Easter...WIMA-TV, Lima, Ohio
 Sullivan, R. D...KEYS, Corpus Christi, Tex.
 Sumburg, Pat...WVET-TV, Rochester, N. Y.
 Swann, Blanch...KAPB, Marksville, La.
 Szarkowski, Shirley...KCSB, San Bernardino, Cal.

— T —

Taylor, Teena...WHMA, Anniston, Ala.
 Tebben, Dorothy...WHKP, Hendersonville, N. C.
 Temple, Barbara...WJOB, Hammond, Ind.
 Terry, Lillian...WAPA-TV, San Juan, P. R.
 Thomas, Helen...WRJN, Racine, Wis.
 Thomas, Jane...WCMW, Canton, Ohio
 Thomas, Margaret...KSST, Sulphur Springs, Tex.
 Thomas, Martha...WJHP, Jacksonville, Fla.
 Thompson, Bernice...WDAS, Philadelphia, Pa.
 Thuma, Mary Ellen...WNXT, Portsmouth, Ohio
 Tidmore, Vivian...WPPA, Pottsville, Pa.

Tillery, Joan...WLAU, Laurel, Miss.
 Todd, Jackie...KJEF, Jennings, La.
 Todd, Jane...KCBS, San Francisco, Cal.
 Towne, Jane...KLOK, San Jose, Cal.
 Townsend, Carolyn...WCNU, Crestview, Fla.
 Townshend, Jessica L...WHBB, Selma, Ala.
 Tolbert, Joy...KVLH, Pauls Valley, Okla.
 Trammell, Patricia...WEZB, Birmingham, Ala.
 Traphagen, Mary Lois...WICU-TV, Erie, Pa.
 Trobe, Gertrude...WBVP, Beaver Falls, Pa.
 Truax, Anne...KLX, Oakland, Cal.
 Turbeville, Rosalynne...WBTM, Florence, S. C.
 Turner, Lyn...KVOW, Morrilton, Ark.
 Tueker, Millicent...WTCS, Fairmont, W. Va.
 Tucker, Nan...WVNR, Beckley, W. Va.
 Turner, Pat...WBEC, Pittsfield, Mass.

— U —

Udstrand, Lois...KTRF, Thief River Falls, Minn.
 Ulrich, Ida...WPRS, Paris, Ill.
 Upchurch, Virginia...WSMT, Sparta, Tenn.

— V —

Valli, Jo...WSJV, Elkhart, Ind.
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 Veidt, Jerry...WBKH, Hattiesburg, Miss.
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 Voudrie, Arlene...WCRT, Birmingham, Ala.

— W —

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 Warner, Martha Jane...KSTN, Stockton, Cal.
 Wassner, Wanda...WLAY, Muscle Shoals, Ala.
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 Watts, Carolyn...WSAI, Cincinnati, Ohio
 Wayne, Rosemary...WJJD, Chicago, Ill.
 Wayt, Dottie...KVFC, Cortez, Col.
 Weaver, Lois...KOLN-TV, Lincoln, Neb.
 Weedmau, Polly...KOTA-TV, Rapid City, S. D.
 Weiss, Fani...KHJ-TV, Los Angeles, Cal.
 West, Kay...KEX, Portland, Ore.
 Weston, Jane...WOWO, Ft. Wayne, Ind.
 Wharton, Ann...WJNO, W. Palm Beach, Fla.
 White, Alice Brewer...WVEC-TV, Norfolk, Va.
 White, Laurie Lanou...WIVK, Knoxville, Tenn.
 White, Margaret...WAUD, Auburn, Ala.
 White, Marjorie...WVVK, Columbus, Ohio
 White, Stella...WJJD, Chicago, Ill.
 Whiteside, Emily...WKRQ-TV, Mobile, Ala.
 Willeford, Milli...WDVA, Danville, Va.
 Wilkins, Kay...WOW, Omaha, Neb.
 Wilson, Dorothy...KWFT, Wichita Falls, Tex.
 Wilson, Edna L...KCRG-TV, Cedar Rapids, Iowa
 Wise, Katherine...KOMO, Seattle, Wash.
 Warren, Jean...KRDU, Dinuba, Cal.
 Wolfe, Naomi...WNNJ, Newton, N. J.
 Wommack, Jean...KALT, Atlanta, Tex.
 Wonisch, Doris...KCAP, Helena, Mont.
 Wood, Ginny...WSPD-TV, Toledo, Ohio
 Woods, Carol...WBRG, Birmingham, Ala.
 Woolston, Evelyn...WCSO-TV, Charleston, S. C.
 Woodside, Ann...KALM, Thayer, Mo.
 Workman, Helen...KCAX-TV, Burlington, Vt.
 Worth, Connie G...KGW, Portland, Ore.
 Wright, Ruth...WBYS, Canton, Ill.
 Wyatt, Margaret...WHOP, Hopkinsville, Ky.
 Wyman, Alice...WFBC, Greenville, S. C.

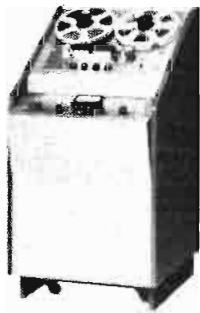
— Y —

Yeates, Jimmie Lee...KTXJ, Jasper, Tex.
 Yerka, Marcy...KDLM, Detroit Lakes, Minn.
 Young, Norma...KHJ, Los Angeles, Cal.
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Industry Faces Excellent 1956 Prospects



By
HENRY C. BONFIG

President
CBS-Columbia

A Division of the
Columbia Broadcasting
System

IN 1956 the television-electronics industry enters its tenth post-war year with an impressive record behind it and excellent future prospects. The industry can look forward to continued heavy volume in black-and-white set sales, a radio sales year, equal at least to 1955, and a marked increase in color production and sales.

Television's past record certainly can be pointed to with pride. Since 1946 some 46 million video receivers have been sold. This record for a decade compares most favorably with the forty years the automobile industry needed to roll up 32 million car and truck registrations.



All signs point to good 1956 economic health for the nation. Gross national product, employment, housing starts, marriages and subsequent new home units, personal incomes rising, capital outlays by business and construction all are up. The keynote of the nation is strong confidence. The television-electronics industry will be well able to keep pace with the country's prosperity.

In 1956, the industry should be able to make and sell seven million black-and-white television sets and between 200-300,000 color sets. The radio set industry can sell upwards of fourteen million receivers in 1956, including automobile radios.

At this time, approximately 67% of American households have television. Conversely, this also means that one-third of the nation's households do not have video—a sizable market, indeed.



The black-and-white prospects grow increasingly good with each passing day due to the replacement and multiple set markets. Replacement figures for 1955 key the trend. In January, 1955 one out of every five sets sold was a replacement; by the year's end

the ratio was close to one to three. At the start of 1955 only 47% of the sets in use were second sets; by the end of the year, according to RETMA figures, that ratio jumped to nearly 10%.

With 38.8% of the nation's television sets three years or older, and close to 11% having screens under 17-inches, a wonderful re-sell opportunity exists for alert dealers.

Retail prices of black-and-white sets should remain fairly steady in 1956 as the industry will find it difficult to pass further production, component and labor cost increases on to the consumer.

There was increasing interest in color television all during the 1955 Fall selling season. This interest was piqued by greater top quality programming and various color promotions which took place, largely during the month of December. These promotions proved that, if it is merchandised properly, color TV can be moved.



However, in 1956 the industry still must face, realistically, several problems before it can "get off the ground." These problems include overall production techniques, high sales costs, increasing dealer education on color selling and promotion, service education, more consumer excitement.

One more important point must be brought up. That is, if color is to get started as a mass medium it must be stimulated by all industry effort—and not the work of but a small group. If the industry makes a concerted drive in all phases of production, sales, merchandising and promotion, color television can really get started in 1956!

Prospects for radio loom their brightest in years, with transistors as the chief stimulant. Transistors can be classified as the first really new sales stimulant in radio since the tuning refinements and original miniaturization efforts that characterized the 1930's. Indeed, the advent of television has accelerated the trend toward flexible, tailored use radios, and the sales curve has originally reflected this since 1946.



On the broad fronts of black-and-white, and color television, radio and the government-industrial apparatus fields, CBS-Columbia plans to keep pace with anticipated overall industry growth. This will be accomplished in an orderly manner, with an accompanying increase in industry position. The progress that we have charted will be a steady process of building, and one of teamwork with our distributors and retail outlets.

RADIO-ELECTRONICS TELEVISION MANUFACTURERS ASSOCIATION

Officers and Executive Personnel—1955-1956

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California	Fresno	2,169	Fresno	RCA	
		1,468	Huntington Park	RCA	
	Los Angeles	1,757	Downtown	RCA	
		2,213	Orpheum	RCA	
		3,387	Paramount	RCA	
		1,363	Ritz	GPL	
		San Francisco	2,646	Paramount	RCA
			399	Telenews	Trad
Colorado	Denver	2,096	Paramount	GPL	
Dist. of Col.	Washington	3,452	Capitol	RCA	
		1,838	Keith's	RCA	
Florida	Jacksonville	1,155	Florida	Trad	
	Miami	2,000	Carib	RCA	
	—	Capitol	RCA		
	—	Miami	RCA		
Georgia	Atlanta	2,476	Paramount	Trad	
Illinois	Chicago	1,299	Crown	RCA	
		3,931	Marbro	RCA	
		2,649	State Lake	RCA	
		—	Telenews	Trad	
		3,414	Tivoli	RCA	
		4,320	Uptown	RCA	
Indiana	Indianapolis	3,313	Indiana	RCA	
Iowa	Des Moines	1,708	Paramount	Trad	
Kentucky	Louisville	3,100	Rialto	GPL	
Louisiana	New Orleans	3,400	Saenger	Trad	
Maryland	Baltimore	2,048	Century	RCA	
		1,320	Metropolitan	Trad	
		2,843	Stanley	RCA	
		1,860	State	RCA	
Massachusetts	Boston	1,369	Fenway	Trad	
		1,500	Pilgrim	RCA	
		3,583	State	RCA	
Michigan	Detroit	2,500	Eastown	RCA	
		3,435	Hollywood	RCA	
		4,029	Michigan	PT.	
			(Intermediary)		
		2,967	Palms State	RCA	

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	<i>Equip. Mftrs.</i>
Minnesota	Minneapolis	4,013	Radio City	PT.
	St. Paul	2,362	Paramount	RCA
Missouri	St. Louis	3,166	State	RCA
Nebraska	Omaha	2,978	Orpheum	RCA
New Jersey	Asbury Park	1,558	St. James	Trad
	Camden	2,213	Stanley	RCA
New York	Albany	1,550	Grand	RCA
	Binghamton	2,284	Capitol	RCA
	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	2,146	Fox	RCA
			Marine	RCA
	N.Y.C.—Manhattan	450	Guild Newsreel	RCA
			3,650	Paramount
				(Intermediary)
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
North Carolina	Charlotte	1,405	Carolina	Trad
Ohio	Cincinnati	3,037	Albee	RCA
		3,009	Allen	RCA
	Cleveland	3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
Oregon	Portland	1,832	Liberty	Trad
Pennsylvania	Chester	2,272	Stanley	RCA
		1,434	Shea's	RCA
	Erie	2,584	Warner	RCA
		1,030	Royal	Trad
	Philadelphia	2,947	Stanley	RCA
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Virginia	Richmond	1,396	Byrd	RCA
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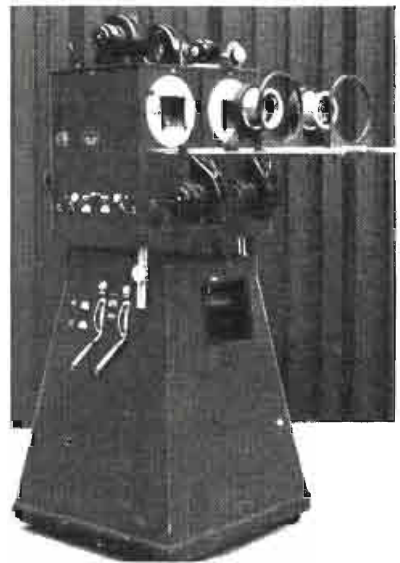
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P. O. Box 1624, Muskogee, Okla.
Phone: MURray 7-6381

President John F. Beasley
Vice-President Lothar E. Berg
Secretary-Treasurer Andrew B. Lytle
Mgr., Tower Erect. Dept., Booker V. Pruden
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell Television Inc.

251 W. 51th St., N. Y., 19, N. Y.
Phone: JUdson 6-1350

President Martin Sugar
Service Manager Guy Danek
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Bell and Howell Company

7100 McCormick Blvd., Chicago 11, Ill.
Phone: AMBassador 2-1600

Manager George L. Oakley
PRODUCTS: Vidicon Projection Equip.

Bendix Aviation Corp.

(Red Bank Div.)

Eatonville, N. J.
Phone: 3-2000

General Manager E. F. Kolar
Sales Manager N. P. Barney
PRODUCTS: CR and special purpose tubes.

Bendix Radio

Television & Broadcast Receiver Div.
Baltimore 4, Md.

Phone: VALley 3-2200

V.P. Gen. Mgr. E. K. Foster
Gen. Sales Mgr. Hodge C. Morgan
Gen. Works Mgr. J. M. Miller
Market Research Mgr. N. C. Henry
Credit Mgr. H. F. B. Kerr
Dir. of Engineering S. R. Scheiner
Cabinet Design & Styling J. F. Glover
Asst. Sales Mgr. B. C. Furey
Purchasing Agent E. Lochner
Mgr. of Dist. L. J. Macomber
Service Mgr. K. H. Brown
Asst. Service Mgr. J. P. Brocki
Chief Field Engineer A. C. Boss
Asst. Adv. Mgr. R. W. Smith
Sales Promotion Manager W. C. Lederer

Bendix Television

(Div. of Bendix Aviation Corp.)

Baltimore 4, Md.

Phone: VALley 3-2200

V.P. Gen. Mgr. E. K. Foster
Gen. Sls. Mgr. H. C. Morgan

Berlant Concertone

655 W. Washington Blvd., Los Angeles, Calif.
Phone: RICHmond 9-7671

President Emmanuel Berlant
PRODUCTS: Tape recorders.

Charles Beseler Co.

219 S. 18th St., East Orange, N. J.
Phone: BElow 8-7280

General Manager H. H. Myers
PRODUCTS: Projectors.

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.

Blonder-Tongue Laboratories, Inc.

526 North Ave., Westfield, N. J.
Phone: 2-7032

President.....Isaac S. Blonder
PRODUCTS: Community antenna systems.

Bodde Screen Co.

Bodde Projector Co.

11541 Bradley Ave., San Francisco, Calif.
Phone: EMpire 5-2551

President.....B. M. Bodde, Sr.
V.P., Gen. Mgr.....B. M. Bodde, Jr.
V.P., Treas., Sec'y.....T. W. Baldrick
V.P., Prod. Supt.....J. P. Summers
Products — Translucent Rear-Projection process screens for TV Studios; translucent screens for color TV; black translucent screens; blue, opalescent, neutral screens; motion pictures for projected TV; background projectors, single 2000 w. unit; dual 2000 w. unit; single, dual 5000 w. unit.

Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393

President.....George Drucker
PRODUCTS: Photo equipment.

Calbest Electronics Co.

4801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291

President.....I. Dubin
PRODUCTS: Manufactures TV and radio chassis, electronic equipment.

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-2353

President.....Robert G. Metzner
Products: Portable transcription players, high fidelity magnetic tape recorders.

Calvideo Tube Corp.

5232 W. 104th St., Los Angeles, Calif.
Phone: ORegon 8-3979

President.....S. H. Newton
PRODUCTS: Tubes.

The Calvin Co.

1105 Truman Rd., Kansas City, Mo.
Phone: HArrison 1-1230

V.P., Gen. Mgr.....Larry Sherwood
PRODUCTS: Motion picture projection and sound equipment.

Camera Equipment Co.

315 W. 43rd St., New York 19, N. Y.
Phone: JUdson 6-1420

General Manager Frank C. Zucker
PRODUCTS: Manufactures TV tripod heads, camera lens mounts, dollies.

Canadian Marconi Co.

2442 Trenton Ave., Montreal 16, Que., Can.
Phone: ATLantic 8-9441

Sales Supervisor.....J. H. Martin
PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Cannon Electric Co.

3209 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251

President, Gen. Mgr.....R. J. Cannon
PRODUCTS: Audio and TV camera connectors.

Capehart-Farnsworth Co.

(Division of IT&T)

3702 E. Pontiac St., Ft. Wayne, Ind.
Phone: EAStbrook 7571

President.....L. G. Haggerty
V.P., Gen. Sales Mgr.....William G. Young
Vice-President.....P. H. Hartman
Comptroller.....G. L. Neaderhouser
Secy., Gen. Attorney.....C. H. Wiggins
Merchandise Mgr.....J. L. Albers
Marketing Mgr.....Donald F. Miersch
Operations Director.....Ned S. Underhill
Sales Planning Mgr.....Paul A. Ryan
Purchasing Agent.....Jack Hall
Advertising Director.....S. A. Morrow
Engineering Director.....Joseph Conway
Sales Finance Mgr.....Mark E. Davis
Chief TV Engineer.....L. E. Clements
Chief Color TV Engineer.....J. O. Silvey
Chief Radio Engineer.....R. C. Woltz
Personnel Director.....John W. Guilfoyle
Service Manager.....F. B. Ostman
Radio Sales Mgr.....Raymond W. Herrick

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 1, N. Y.
Phone: EXeter 2-3000

President.....Henry C. Bonfig
Ass't to Pres.....H. J. Schulman
V.P. Chg. of Engr.....R. T. Capodanno
Administrative V.P.....Merle Wick
V.P., Operations.....Will James

V.P. Gov't. Industrial... Robert K. Hartman
 V.P. Chg. of Sales... Norman C. Owen
 Dir., Adv. Sls. Prom... Gerald Light
 Dir. of Sls... David J. Hopkins
 Dir. Service... Daniel Newman
 Senior Attorney... Joseph Seider
 Dir. Purchasing... H. Zimmerman
 Quality Control Mgr... Sidney Wiener
 PRODUCTS: TV and radio receivers, military equipment.

CBS-Hytron

(A Div. of CBS Inc.)
 100 Endicott St., Danvers, Mass.
 Phone: Danvers 2360
 Newark, N. J.: Market 53852

President... Charles F. Stromeyer
 Vice-Pres. ... Robert G. Marchisio
 V.-P., Sales... John Q. Adams
 V.-P., Mfg... Michael E. Callahan
 Sales Service Mgr... E. G. Burlingham
 Controller... Walter J. Hungerford
 Credit Mgr... Malcolm S. Jones
 Advertising Mgr... Harry G. Burnett
 Dir. of Purchasing... Edward R. Carroll
 Dir. of Personnel... Albert S. Nelson
 Distributor Sales Mgr... John H. Hauser
 Export Div... CBS International
 Dir., Res. & Develop... Dr. Russell R. Law
 Dir., Gen. Engineering... Edgar K. Wimp
 Mgr., Color Planning... Elwood W. Schafer
 Dir., Quality Control... Jay Farley

Plant Managers

Danvers... Joseph C. Harmony
 Lowell... Dr. B. H. Alexander
 Salem... Walter J. Foran
 Newburyport Receiving
 Tube... C. E. Butcher
 Kalamazoo... A. J. Harcher
 PRODUCTS: Electronic tubes and semi-conductors.

Century Lighting, Inc.

521-525 West 43rd St., New York 36, N. Y.
 Phone: CH 1-7050
Branch Office

1840 Berkeley St., Santa Monica, Calif.
 President... Edward F. Kook
 Exec. Vice-Pres... 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.

Chatham Electronics

(Div. of Gera Corp.)
 630 W. Mt. Pleasant Ave., Livingston, N. J.
 Phone: 6-1100

President... W. L. Meier
 PRODUCTS: Special purpose electronic tubes.

Chatham Television Co., Inc.

160 E. 56th St., New York, N. Y.
 Phone: PLaza 5-4892
 President... Nicholas Yaouantuono

Chromatic Television Laboratories

(50% owned by Paramount Pictures Corp.)
 1501 Broadway, New York 35, N. Y.
 Phone: BRyant 9-8700

Chairman... Paul Raibourn
 Vice-Pres., Business Mgr... A. C. Cooley
 PRODUCTS: Developer and manufacturer of Lawrence tri-color TV tubes.

Cinema Engineering Div.

(Aerovex Corp.)
 1100 Chestnut St., Burbank, Calif.
 Phone: VICToria 9-5511
 General Manager... James L. Fouch
 PRODUCTS: Studio and motion picture sound equipment.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.
 Phone: MOntrose 1-2435
 President... Arthur H. Hart
 PRODUCTS: Design and development of special motion picture equipment.

Claremont Tube Corp.

36-02 35th Ave., Long Island City, N. Y.
 Phone: RAVenswood 1-1206
 President... Louis Rubin
 PRODUCTS: Tubes.

Colortronics, Inc.

3116 1/2 Sunset Blvd., Los Angeles, Calif.
 Phone: NORmandy 3-3228
 President... Don Calabria

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
 Phone: 30281
 Sls. Manager... H. O. Olson
 261 Madison Ave., New York, N. Y.
 Phone: LONGaere 1-3930
 Manager... W. A. Schrader
 PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Conrac, Inc.

Glendora, Calif.
 Phone: EDdgewood 5-1211
 President... W. J. Moreland
 PRODUCTS: Manufactures TV and radio sets under Conrac and Fleetwood brands.

Continental Electric Co.

715 Hamilton St., Geneva 2, Ill.
 Phone: 4110
 President... H. V. McIlvaine

Continental Electronics Corp.

5320 Lancaster Ave., Philadelphia, Pa.
 Phone: GREENwood 7-9900
 President... Herman Tashman

Continental Electronics, Inc.

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1137

President James Weldon
PRODUCTS: UHF transmitters.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: ADams 7-7221

President James R. Palmer
Vice-President Floyd B. Fischer
PRODUCTS: Community antenna systems and system rebuilding and modernizing service.

John A. Costelow Co., Inc.

121 Kansas Ave., Topeka, Kansas
Phone: 3-6598

President John A. Costelow
Vice-Pres., Treas. K. A. Costelow
PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

Crosley-Bendix Home Appliances Division of Avco Mfg. Corp.

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIRby 1-6600
N. Y. Phone: MURray Hill 3-0202

President C. G. Gifford
Executive V.P. P. H. Erickson
Gen. Merch. Mgr. H. J. Allen
Gen. Sls. Mgr. J. L. Armstrong
Gen. Mgr., Radio & TV Mfg. J. Mihalic
Chief Finan. Officer O. B. Blatz
Purchasing Agent A. J. Verax
Dir., Ind. Rel. H. C. Tipping
Dir., Pub. Rel. J. B. Smith
Dir. of Research A. E. Cascino
Dir., Eng., Radio, TV H. A. Bass
Dir., Adv. & Sales Prom. W. A. MacDonough
PRODUCTS: Television, TV phonograph combinations, AM-FM.

Crosley Radio & TV Div. Moffats Ltd.

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
Works Manager A. J. Roper
Prods. Mgr., Purchasing Agent. H. G. Fisher
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

Comm. V.P. A. H. Clarke
11 Park Place, N. Y. 7, N. Y.
Phone: COrtlandt 7-0750

Manager A. F. Uhrlandt
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.

C. R. T. Electronics Corp.

620 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: 7-4724

President Stephen Weston
Vice-President William Genz

Cubic Corp.

2841 Canon St., San Diego, Calif.
Phone: ACAdemy 3-8191

President Walter J. Zable
Vice-President R. V. Werner
PRODUCTS: Microwave test equipment and components.

Dage Television Div.

(Thompson Products, Inc.)
W. 10th St., Michigan City, Ind.
Phone: 3-3251

General Manager L. Lahey
Sales Manager J. R. Howland
Broadcast Sales Mgr. Neff Cox Jr.

Regional Offices

1027 Levee St., Dallas, Texas
Manager Wynne Stewart
Buck Road, Holland, Pa.
Manager John Mullen
PRODUCTS: Low power VHF transmitters, complete station packages and color equipment.

Da-Lite Screen Co., Inc.

2711-23 N. Pulaski Rd., Chicago 39, Ill.
Phone: DIckens 2-9200

President C. C. Cooley
Vice-President H. E. Christwansen
Vice-President, Sales C. J. Cerney
PRODUCTS: Projection screens, accessories.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-4300

President Lewis Newman
General Manager E. L. Grayson
PRODUCTS: Test equipment, audio and RF attenuators, components, switches, precision resistors.

Datom Industries, Inc.

221 W. 17th St., New York, N. Y.
Phone: ALgonquin 5-0301

President Oscar Dolgin
PRODUCTS: Radio receivers.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUdlow 5-0900

President.....W. A. Williams
 Executive Vice-President.....L. J. Paulick
 PRODUCTS: Reflection free tube faces,
 flat and bent implosion plates.

DeLaval Separator Co.

Columbia St., Poughkeepsie, N. Y.
 Phone: 4200

Chairman.....G. W. Smith
 President.....C. B. Schmidt
 Sales Vice-Pres.....W. A. McGill
 PRODUCTS: Metal cones.

Delco Radio

(Division of General Motors)

1446 S. Home Ave., Kokomo, Ind.
 Phone: 2-8211

General Manager.....B. W. Cooper
 Sales Manager.....H. M. Stelzl
 PRODUCTS: Radio receivers.

Detroit Steeplejack Co.

13739 Shady Lane, Monroe, Mich.

President.....Alva T. Elmes
 PRODUCTS: Makes and erects towers.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.
 Phone: STillwell 4-9334

President.....David Wald
 Engineer.....Mark Glaser
 Gen. Station Mgr.....Samuel Olchak
 PRODUCTS: Radio receivers.

Diamond Power Specialty Co.

Lancaster, Ohio
 Phone: 2830

Chairman.....W. P. Thomas
 President.....W. J. Fitzhugh
 General Sales Mgr.....L. B. Schueler
 PRODUCTS: Industrial TV systems.

Dorne & Margolin, Inc.

30 Sylvester St., Westbury, N. Y.
 Phone: EDdgewood 4-3200

President.....Arthur Dorne
 Vice-Pres., Treas.....Joseph Margolin
 PRODUCTS: Antenna research, develop-
 ment and production.

Gale Dorothea Mechanisms, Inc.

39-39 63rd St., Woodside, N. Y.
 Phone: TWiming 8-5500

President.....Gale Dorothea
 Secy., Treas.....Ed Burnett
 PRODUCTS: Projectors, dimmers, anima-
 tion mechanisms, mechanical books.

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio
 Phone: AX 9-2123

General Sales Manager.....J. M. Hogan
 8909 S. Vermont Ave., Los Angeles 43, Cal.
 Phone: PL 8-4194
 Manager.....K. H. Brust
 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

Chairman.....Dr. Allen B. Du Mont
 President.....David Schultz
 Vice President.....Stanley E. Patten
 V.P., Administration.....Keeton Arnett
 V.P., Research.....Thomas T. Goldsmith, Jr.
 V.P., Gen. Mgr.....Wm. H. Kelley
 V.P., Gov't Cont.....C. Edwin Williams
 V.P., Technical Prod.....Irving G. Rosenberg
 Treasurer.....S. E. Patten
 Controller.....B. L. Graham
 Dir. Industrial Relations.....Harry Houston
 General Supt.....Bruce T. Du Mont
 Engineering Dir.....R. D. Chipp

TV Receiver Division

35 Market St., East Paterson, N. J.

Manager.....F. P. Rice
 Engineering Dept. Mgr.....H. Pacini
 Works Mgr.....Paul Eshleman
 Sales Mgr.....W. C. Scales
 Merchandising Mgr.....Jack Siegrist
 Adv. & Sls. Prom. Mgr.....J. C. Affleck
 Manufacturing Mgr.....Charles Seelig

Government Manufacturing Division

35 Market St., East Paterson, N. J.

Manager.....W. J. McGinnity
 Assistant Mgr.....P. F. Brown
 Engineering Mgr.....S. S. Califati
 Manufacturing Mgr.....J. Feltman

Communication Products Division

1500 Main Ave., Clifton, N. J.

Dir. of Oper., Mobile
 Communications.....F. 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

Technical Products Division

760 Bloomfield Ave., Clifton, N. J.

Manager.....Dr. P. Samuel Christaldi
 Gen. Sls. Mgr.....C. Robert Mezger
 Engineering Mgr.....A. J. Talamini, Jr.
 Manufacturing Mgr.....Robert Svozil
 Technical Sales Mgr.....Emil G. Nichols
 Gen. Manufacturing Mgr.....R. E. Kessler
 Adv. & Sls. Prom. Mgr.....J. H. Rutter
 Transmitter Sls. Mgr.....K. Petersen
 Purchasing Mgr.....C. Paul Martin

Cathode-Ray Tube Division

750 Bloomfield Ave., Clifton, N. J.

Manager.....Alfred Y. Bentley
 Sales Mgr.....R. G. Scott
 Advertising Mgr.....L. Arthur Hoyt
 Replacement Sls. Mgr.....E. B. Hince
 Engineering Mgr.....K. Hoagland
 Manufacturing Mgr.....William Carlin
 Purchasing Manager.....A. R. Dutcher

Research Laboratories

2 Main Ave., Passaic, N. J.

V.P., Research.....Dr. T. T. Goldsmith, Jr.
 Circuit Research Director.....R. T. Cavanagh
 Tube Research Director.....S. J. Koch

Electronic Marketing

750 Bloomfield Ave., Clifton, N. J.

Manager.....J. L. Caddigan

N. Y. Production Serv.....Ted Bergmann
 Technical Operations.....J. S. Auld
International Division
 515 Madison Ave., N. Y., N. Y.

Director.....Ernest A. Marx
 Export Manager.....Robert I. Gaines

PRODUCTS—TV receivers, high fidelity phonographs, table and clock radios, TV transmitting and studio equipment, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

Dynamic Electronics-New York, Inc.

73-39 Woodhaven Blvd., Forest Hills, N. Y.
 Phone: Illinois 9-7000

President.....J. M. Winer
 Treasurer.....Louis Fafarman

PRODUCTS: Field intensity and noise measuring equipment, electronic test equipment, broadband amplifiers, communication and microwave receivers.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
 Phone: LOcust 4000

Chairman.....T. J. Hargreave
 President.....A. K. Chapman

PRODUCTS: Motion picture equipment for TV use.

Eckstein Radio & Television Co.

3400 E. 42nd St., Minneapolis, Minn.
 Phone: PArkway 2-9669

President.....E. A. Eckstein
 Vice-Pres., Purchasing Agent...H. R. Webb

Chief Engineer.....K. W. Pietsenpol
 PRODUCTS: Radio receivers.

Eitel McCullough, Inc.

798 San Mateo Ave., San Bruno, Calif.
 Phone: JUnio 8-1212

President.....W. W. Eitel
 Vice-President.....J. A. McCullough

PRODUCTS: Manufacturers of transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, switches and gauges.

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.
 Phone: 3-9846

President.....Stanley Bernstein
 PRODUCTS: Erection of TV towers, microwave systems.

Electro, Inc.

425 S. Sandusky St., Delaware, Ohio
 Phone: DELaware 3-1201

Sales Manager.....J. F. Myer
 PRODUCTS: Portable tape recorder, battery operated.

Electro-Voice, Inc.

Buchanan, Michigan
 Phone: 1000

President.....A. R. Kahn
 Executive Vice-President.....R. E. Siekman
 Sales Vice-President..Lawrence LeKashman

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

**Electronic Research Laboratories
 Electronics Development Co., Inc.**

3743 Cahuenga Blvd., N. Hollywood, Calif.
 Phone: STAnley 7-3223

PRODUCTS: Audiplex sound diplexing units, air to ground transmitters, design and development of special studio equipment.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
 Phone: Chestnut Hill 7-6800

Pres. & Treas.....Kenneth C. Meinken
 Ass't Treas.....G. M. Lytell
 Sls. Mgr., Ass't Sec'y.....R. F. Brunner
 Purchasing Agent.....Albert Holmes
 Secretary.....J. Harry LaBrum
 Comptroller.....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.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey
 Phone: ELizabeth 4-2000

President.....Harry Diamond
 PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.
 Phone: SWarthmore 5-3500

President.....B. Abrams
 Secretary-Treasurer.....M. Abrams
 Exec. Vice-Pres.....Dornan D. Israel
 V.P. Govt. Contracts.....Morton P. Rome
 V.P. Purchasing.....Harve Tullo
 V.P., Manufacturing.....Louis G. Pacent
 V.P., Asst. to Pres.....S. W. Gross
 Vice-President.....Michael Kory
 V.P., Marketing.....Lester Krugman
 Dir., Comm. Eng.....Maurice Levy
 Export Manager.....Joseph Kattan
 Dir., Pub. Rel.....Michael Ames
 Sales Prom. Manager.....Albert Leon
 Advertising Mgr.....George Forman

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.

Emsco Manufacturing Co.

6811 S. Lenada St., Los Angeles, Calif.
Phone: LUdlow 7-5261

President.....W. T. Powell
PRODUCTS: Tower Sales.

Entron, Inc.

1902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585

President.....H. M. Diambra
PRODUCTS: Community systems and
Equalrol RF systems.

Espey Manufacturing Co., Inc.

528 East 72nd St., New York 21, N. Y.
Phone: TRafalgar 9-7000

Manager.....W. W. Jablon
PRODUCTS: Receivers, tuners, amplifiers,
power supplies.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BEnsonhurst 6-2755

President.....A. R. Liberman
PRODUCTS: Manufacturers of radios
under contract and for private label.

Fairchild Recording Equipment Corp.

15th St. & 7th Ave., Whitestone 57, N. Y.
Phone: INdependence 3-2100

President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ray E. Crews
Mgr., High Fidelity Div.....R. E. Carlson
Mgr., Dist. & Prom.....Charles Graham
PRODUCTS: Professional magnetic tape,
disc recording and playback equipment in-
cluding pickup cartridges, professional arms,
cutters, amplifiers, equalizers, power ampli-
fiers, preamplifiers, complete recording and
playback installations.

**Farnsworth Electronics Co.
(Div. of IT & T)**

3700 E. Pontiac St., Fort Wayne, Ind.
Phone: EAstbrook 7571

President.....H. L. Hull
Vice-President.....Philo Farnsworth
PRODUCTS: Farnsworth industrial TV
systems.

Federal Telephone and Radio Co.

A Division of IT&T Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

President.....Raymond S. Perry
V.P., Apparatus Div.....T. M. Douglas
V.P., Comptroller.....R. D. Osborne
V.P., Components Division.....S. J. Powers
V.P., Railroad Division.....C. G. Sherwood
Director, Indust. Rel.....R. E. Cha-en
General Sls. Mgr.....J. A. Frabutt
Secretary & Counsel.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Advertising Mgr.....Crump Smith

Apparatus Division

Mgr. Factory Eng.....S. E. Currier
Mgr. Mobile Radio.....B. J. Donnelly
Mgr. Purchasing Dept.....H. P. Sommerer
Sls. Mgr., Aviation Prod.....John Brophy
Export Sls. Mgr.....Paul L. Harvey
Sls. Mgr. Industrial Telephone...C. A. Hayne
Mgr. Telephone Service.....E. J. Okulski
Sales Mgr., Microwave Carrier...S. E. Siddall
Commercial Sales Mgr.....H. E. Taylor, Jr.
Sls. Mgr., Mobile Radio.....H. R. White

Components Division

Works Manager.....R. E. Koehler
Mgr. Purchasing Dept.....H. W. Wittschiede
Sales Mgr., Components, Div.....J. G. Solari
Distributor Sales.....E. L. Shaw
Transformer Sales Mgr.....F. Hankinson
Vacuum Sales Mgr.....W. C. Schmitt
Dielectric Sales Mgr.....A. A. Segal
Semi-conductor Sls. Mgr.....J. E. VanWagenen

PRODUCTS: Radio and Television broad-
cast equipment, transmitting and rectifying
tubes, microwave radio relay links and car-
rier systems, HF cables, radar, miniature and
standard rectifier stacks, battery chargers and
power supplies, measuring equipment, trans-
formers, diodes, TV lead-in, community TV
cable, germanium power rectifiers.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: 6-1300

President.....Murray Yawitz
Treasurer.....M. F. Hertel
PRODUCTS: Dichroic mirrors and beam
splitters for color TV, lenses, prisms, glass-
slides for transparencies.

C. H. Fisher Associates

6100 N.E. Columbia Blvd., Portland, Ore.
Phone: ATLantic 7-3303

PRODUCTS: Tower sales and erection.

Fisher Radio Corp.

21-21 14th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

President.....Avery R. Fisher
Vice-President.....George P. Maerkle
Director of Sales.....J. J. Park

Five Star Manufacturing Co.

5822-A Harvey Wilson Drive, Houston, Texas
Phone: WAInut 6-4473

President.....T. J. Thienes
Executive Vice-President.....James Packard
PRODUCTS: Five Star, Master and Cub
radios, Playboy Jr. and Playboy Deluxe
record players.

Fleetwood Corp.

1037 Custer Drive, Toledo, Ohio
Phone: KLondike 9339

President.....John D. Cole
Vice-President.....Homer Humiston
PRODUCTS: UHF transmitters and re-
lated equipment, complete station packages.

Flett Laboratory

3711 Marshal Rd., Drexel Hill, Pa.
Phone: CLearbrook 9-4500

Director.....W. J. Flett
PRODUCTS: Manufacturers Title-Master news type and optical slide projector, film camera bench, cameras for training and special purpose.

Foto-Video Laboratories

25 Amity St., Little Falls, N. J.
Phone: 4-2557

President.....A. J. Baracket
PRODUCTS: TV test equipment, cameras, video amplifiers, sync. generators, keyed video generators.

Jack A. Frost

234 Piquet Ave., Detroit 2, Mich.
PRODUCTS: Lighting equipment.

**Gabriel Electronics Div.
(The Gabriel Co.)**

135 Crescent Rd., Needham Heights 94, Mass.
Phone: NEdham 3-0005

General Manager.....C. W. Coleman
PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BAldwin 2-8202

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.....N. L. Jochem
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 Communications

Box 169, Fort Atkinson, Wisc.
Phone: 954

President.....E. D. Petersen
Secy.-Treas.....C. E. Bell
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: 76-4411

Appliance and TV Receiver Division

Appliance Park, Louisville, Ky.
Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr.....C. K. Rieger

TV Receiver Division

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
Sales Manager.....Joseph F. Effinger
Sales Mgr., Special Products..T. J. Nicholson
Manager, Sales Prom.....H. J. McCormick

Housewares & Radio Receivers Div.

Vice-Pres., Gen. Mgr.....W. H. Sahloff

Radio Receiver Department

Bridgeport, Conn.

Phone: EDison 4-1012

General Manager.....W. P. Von Belren
Marketing Manager.....S. M. Fassler
Sales Manager.....C. S. Temple
Manufacturing Manager.....W. N. Maddox
Merchandising Manager.....N. R. Huey

Electronics Division

Syracuse, N. Y.

Vice-Pres., Gen. Mgr.....W. R. G. Baker
Managing Engineer.....I. J. Kaar

Tube Department

Schenectady, N. Y.

Phone: 4-2211

General Manager.....J. Milton Lang
Manager Engineering.....K. C. DeWalt
Mgr., Advanced Mfng.....R. T. Penneyer
Manager, Tube Sales.....G. L. Roark
Manager, Equipment Sales...G. W. Desousa
Mgr., Replacement Sales...J. T. Thompson

Electronics Components Dept.

General Manager.....E. L. Hulse
Manager, Marketing.....E. A. Malliug
Manager, Engineering.....R. J. Biele

Technicolor Products Department

General Manager.....W. J. Morlock

Broadcast Equipment

General Manager.....Paul Chamberlin
Manager, Marketing.....Frank Barnes

Communication Equipment

General Manager.....H. Vanaken
Manager, Marketing.....L. W. Goostree
Mgr., Product Planning...R. L. Casselberry
Manager, Sales.....L. R. Sheely

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Sales Manager.....E. A. Freed
PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.
Phone: 2-4100

President.....H. G. Place
 Vice-Presidents.....R. Garman,
 J. W. Murray, Blair Foulds
 Sales Manager.....N. M. Marshall

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
 Phone: TRowbridge 6-4400
 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. DeBlois
 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.

Gill Southern Associates

Box 775, N. Miami, Fla.
 Phone: NOrth Dade 6-8206

PRODUCTS: TV and film lighting, scenery.

Glasscraft Co.

5210 E. Olympic Blvd., Los Angeles, Calif.
 Phone: ANgelus 9-7249

Owner.....R. H. Seaman
 PRODUCTS: TV picture tubes.

Gotham Television Corp.

123 W. 64th St., New York 23, N. Y.
 Phone: TR 3-3787

President, Treasurer.....Harold Shevers
 PRODUCTS: Manufactures private label sets only.

Granco Products, Inc.

36-17 20th Ave., Long Island City 5, N. Y.
 Phone: RAvenswood 1-0400

President.....Henry Fogel
 General Manager.....Allan Easton
 PRODUCTS: Granco.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
 Phone: DAYton 8-2600

President.....R. E. Alpern
 PRODUCTS: Manufactures and erects towers.

Gray Research & Development Co.

658 Hilliard St., Manchester, Conn.
 Phone: ADAms 3-1271

Pres., Treas.....W. E. Ditmars
 PRODUCTS: Telops, telejectors, multiplexers, camera turrets, vertical titler units, video devices, audio devices, high fidelity systems and components.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
 Phone: LE 2-4000

Gen. Comm. Sales Mgr.....J. W. La Marque

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.

Grossman Radio and Electric Co.

81 Spring St., New York, N. Y.
 Phone: WOrth 6-0790

Partners.....Hyman, Benjamin, Mortimer Grossman

Guild Radio & TV Co.

160 N. Eucalyptus Ave., Inglewood, Calif.
 Phone: ORegon 8-7771

Partners.....J. E. Ackerman, Lou Dolgin
 PRODUCTS: Guild TV sets.

Hallcrafters Co.

(Subsidiary of Penn-Texas Corp.)

1401 W. Fifth Ave., Chicago 24, Ill.
 Phone: VAn Buren 6-6300

Chairman, President.....W. J. Halligan
 Vice-President, Sales.....W. J. Halligan, Jr.
 Marketing Director, TV

and Radio.....M. D. Kelly

Distributing Branch

Hallcrafters-Milwaukee Inc.

2976 N. 3rd St., Milwaukee, Wis.

PRODUCTS: TV receivers, components, radio communication receivers.

Hallamore Electronics Co.

(Div. of The Siegler Corp.)

221 N. LaSalle St., Chicago, Ill.
 Phone: ANdover 3-3121

President.....John G. Brooks
 Vice-Pres., Secy.....Robert Purcell

PRODUCTS: Captive TV industrial systems, and electronic communication systems.

J. M. Hamilton & Co.

Box 2432, Gastonia N. C.
 Phone: UNiversity 4-2115

PRODUCTS: Tower erection and maintenance.

The Hammarlund Mfg. Co., Inc.

460 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

Gen. Sales Manager.....F. F. Sylvester
 Dir. of Engineering.....R. M. Daugherty

Advertising & Promotion
 Manager.....Robert L. S. Leedy

Personnel Director.....George Guelich
 Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

Harwald Co., Inc.

1216 Chicago Ave., Evanston, Ill.
Phone: DAVis 8-7070

PresidentRobert Grunwald
PRODUCTS: Automatic slide projector, inspect-o-Film automatic film inspecting machine.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.
Phone: WHitehall 3-0465

PresidentSidney Swislow
Vice-President, Gen. Mgr.J. P. Kennedy
PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting hars.

Haydu Brothers

(Subsidiary of Burroughs Corp.,
Detroit)

Box 1226, Plainfield, N. J.
Phone: 6-0876

General Manager.....George K. Haydu
Sales Manager.....Arthur Shesser
Chief Engineer.....Victor Legendre

Herold Radio & Electronics Corp.

12 Anderson Rd., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500

PresidentGerald Herold
PRODUCTS: Radio receivers.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAVenport 5-4451

PresidentDavid Packard
Vice-President.....William R. Hewlett
PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galenek

25-14 Broadway, Long Island City, N. Y.
Phone: RAvenswood 8-7250

PresidentFrank Hinners
Vice-President.....Leo J. Galenek
Sales Manager.....F. A. Hinners
PRODUCTS: Cavalier brand, also private brand radios for Western Auto Supply Co.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RICHmond 7-9661

820 Atlantic Ave., N. Kansas City, Mo.
Phone: BAltimore 7788

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazletine
Administrative Asst.....Marvin Whitney

Eastern Regional Office

Cafritz Bldg., Washington 5, D. C.
Phone: STerling 3-4658

Vice-President.....H. C. Jones
Midwestern Regional Office
Far Hills Bldg., Dayton 2, Ohio
Phone: OXmore 8881

Manager.....Jack G. Anderson

Radio Division (Receiver Factory)

Dir. of Eng. & Mfg.....John Stevens
Director of Purchasing...R. W. Westerfield
Quality Control Director....J. T. McAllister
Distributor Sales Mgr.....John Chadwell

Radio Division (Sales and Advertising)

General Sales Mgr.....Paul E. Bryant
Export, Asst. Sales Mgr.....D. D. Spence
National Advertising Mgr..Richard Berggren
Field Sales Mgr.....C. E. Schick
Color Sales Prom. Mgr.....Byron Brown

Laboratories Division

President.....J. B. Moss
Vice-Pres., Dir. of Mfg.....G. M. Hafner
Vice-Pres., Eng. Dir..Carlton Wasmandorff
Director of Purchasing.....R. A. Gingrich
Sales Director.....C. A. Patrizzi
Asst. Gen. Sales Mgr.....W. R. Bush
Dir. of Industrial Relations...J. W. Atwood
Advertising Director....Deane Aylesworth

Holt Electronic Manufacturers

105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228

OwnerMarion Holt
Manager.....Martin F. Kerrigan
PRODUCTS: AGC controlled single channel amplifiers, line amplifiers, community systems.

**Houston-Fearless Division
(Color Corp. of America)**

11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRAdshaw 2-4331

President.....R. C. Wilcox
Secy.-Treas.....B. B. Smith
Sales Vice-President.....K. B. Elliott
PRODUCTS: Motion picture processing machines, and associated TV studio equipment.

Huggins Laboratories, Inc.

711 Hamilton Ave., Menlo Park, Calif.
Phone: DAVenport 3-0013

President.....Richard A. Huggins
Chief Engineer.....Lester Roberts
PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
Phone: VICToria 9-1104

Stamford, Conn. Phone: STAmford 4-7300
V.P., Gen'l Mgr.....J. H. Ganzenhuber
PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

Hycan Mfg. Co.

2961 E. Colorado St., Pasadena, Calif.
Phone: SYcamore 5-4241

President.....Alden E. Acker
Vice-Pres., Gen. Mgr.....W. O. Wetmore
Mgr., Commercial Sales....John Thompson
PRODUCTS: Microwave systems and components, TV service equipment.

**The Indiana Steel Products Co.**Valparaiso, Indiana
Phone: 2-5601

President.....R. E. Smith
 V.P. Research & Eng. Sec'y.....G. A. Maynard
 Treasurer, Ass't Sec'y.....A. J. Astrologes
 Sales Manager.....I. A. Dickey
 Manufacturing Mgr.....J. G. Richmond
 Ass't Sls. Mgr.....P. M. Wheeler
 Purchasing Agent.....W. F. Eckert
 Indus. Rel. Mgr.....J. S. Aldrich

PRODUCTS: Permanent magnets--Mnico, canife, indox, steel; ion trap and beam bender magnets; loudspeaker magnets, TV focusing magnets, magnetrons, permanent magnet magnetizers, hylflux one piece wound transformer cores.

Industrial Development Engineering Associates, Inc.7900 Pendleton Pike, Indianapolis, Ind.
Phone: Liberty 7-3581

President.....Edward C. Tudor
 Gen. Sales Mgr.....V. C. Elles
 Regency Sales Mgr.....E. H. Applegate
 Monitoradio Sales Mgr.....W. F. Sharkey
 Sales Engineer.....B. E. K. French
 PRODUCTS: Radio receivers.

Industrial Television, Inc.369 Lexington Ave., Clifton, N. J.
Phone: GRegory 3-0900

President.....Horace Atwood, Jr.
 Vice-President.....Louis M. Rehak
 PRODUCTS: Monochrome and color monitors, field strength meters.

Industrial Tubes, Inc.Geneva, Ill.
Phone: 806

President.....J. H. Hutchings
 PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

Insuline Corp. of America186 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.

International Research Associates (Division of Iresco, Inc.)2221 Warwick Ave., Santa Monica, Calif.
Phone: TEexas 0-4415

President.....L. E. Brown
 PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp. (Subsidiary of Paramount Pictures, Inc.)2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751

Chairman.....Paul Railbourn
 Vice-President.....L. A. Novins,
 P. MacNamara, C. I. Lappen
 PRODUCTS: Ampli-vision community antenna equipment.

I T E Circuit Breaker Co. (Special Products Div.)601 E. Erie Ave., Philadelphia 34, Pa.
Phone: GARfield 6-5700

President.....W. M. Scott, Jr.
 Vice-President.....A. T. Scott
 Sales Engineer.....T. B. Aitken
 PRODUCTS: Metal covers.

Jackson Electrical Instrument Co.18 S. Patterson Blvd., Dayton 2, O.
Phone: MICHigan 0367

President.....Paul F. Jackson
 Vice-Pres., Sls. Mgr.....J. M. Fulkerson
 Secretary.....J. E. Beery
 Purchasing Agent.....E. W. De Laet
 Credit Manager.....J. E. Beery
 Quality Control.....Don Bertling
 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, selenium rectifier tester and electrical circuit tracer.

Dr. Henry Jasik64 Second St., Mincola, N. Y.
Phone: Pioneer 6-4335

PRODUCTS: Antennae and allied components for community systems.

Jenfred, Inc.

36 W. 57th St., New York, N. Y.

President.....C. M. Frederick
 Secy.-Treas.....Grace Frederick
 PRODUCTS: Rear projection equipment.

Jensen Manufacturing Co.6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmont, 7-7600

President.....Thos. A. White
 Vice-President.....Ralph P. Glover
 Cls. Mgr., Distributor.....Louis W. Selsor
 Sales Mgr., Industrial.....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.

Jerrold Electronics Corp.23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707

PresidentMilton Shapp
 Mgr., Community Ops. Div....W. H. Miller
 Public Relations Dir.....Daniel Aaron
 Advertising Director.....A. J. Panichelli
 PRODUCTS: Community antenna systems.

Johns-Manville

22 East 40th St., New York 16, N. Y.
 Phone: LExington 2-7600
 Commodity Manager.....P. J. Washburn
 (Acoustical Materials)
 PRODUCTS: Sound control materials for
 broadcasting and recording studios.

E. F. Johnson Co.

Waseca, Minn.
 Phone: 990
 General Manager.....E. F. Johnson
 General Sales Mgr.....E. T. Herbig Jr.
 Broadcast Sales Mgr.....M. W. Will
 PRODUCTS: Antenna insulators, RF cou-
 tactors, isolation inductors, inductors.

Kay Lab, Inc.

5725 Kearney Villa Rd., San Diego 12, Calif.
 Phone: BRowning 7-6700
 President.....LaMotte T. Cohu
 Vice-President.....R. T. Silberman
 PRODUCTS: Camera chains, remote con-
 trol systems, monitors, equipment for sta-
 tion use.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
 Phone: EVergreen 8-2272
 General Manager.....Jack Mendelsohn
 Sales Manager.....Benjamin Wax

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass
 Co.)

Box 1035, Toledo, Ohio
 Phone: FAirfax 6543
 Vice-Pres., Gen. Mgr.....R. H. Mullford
 Sales Vice-Pres.....E. B. Dennis
 Sales Mgr., Electronics and
 Industrial Div.....J. P. Gleason
 PRODUCTS: TV bulbs.

Kimco Sales, Inc.

11 W. 42nd St., New York 36, N. Y.
 Phone: OXford 5-3782
 Executive-in-chargeJohn Newton
 PRODUCTS: Representative for Kline
 iron and steel.

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.

Kline Iron & Metal Co.

1225 Huger St., Columbia, S. C.
 Phone: 4-0301
 PRODUCTS: Manufactures and erects
 towers.

Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.
 Phone: COlumbus 5-0130
 PresidentJohn Kliegl
 Vice-PresidentHerbert Kliegl
 PRODUCTS: TV studio and field lighting
 fixtures.

Kollmorgen Optical Corp.

347 King St., Northampton, Mass.
 Phone: 283
 President.....E. O. Kollmorgen
 Vice-President.....John L. Maulbetsch
 Sales Manager.....J. A. Fetherston
 PRODUCTS: Motion picture equipment,
 TV projection lenses and mirrors.

Kriss Electronics Corp.

191 Oraton St., Newark, N. J.
 President.....Charles J. Kriss
 PRODUCTS: Manufactures Kris-Tel CR
 tubes.

**Kuthe Laboratories
 (IT&T Associate)**

730 S. 13th St., Newark, N. J.
 Phone: BIgelow 2-6000
 Chairman.....Dr. Herman Kuthe
 President.....W. P. Maginnis
 PRODUCTS: Hydrogen thyratrons.

Ladue Supply, Inc.

8870 Ladue Rd., St. Louis 24, Mo.
 Phone: PArkview 5-6490
 President.....W. E. Ball
 Vice-President.....J. C. Coonrod
 PRODUCTS: Cemsteel package TV and
 radio stations.

Lambda-Pacific Engineering, Inc.

Box 70, Van Nuys, Calif.
 Phone: STate 6-1801
 President.....L. W. Mallach
 Sales Manager.....F. W. Bailey
 PRODUCTS: UHF hooster stations.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
 Phone: ENdicott 2-7200
 Sales Manager.....George Schatz
 PRODUCTS: Audio and electronic equip-
 ment.

**Lansdale Tube Co.
 (Philco Division)**

Lansdale, Pa.
 Phone: 4681
 Vice-Pres., Gen. Mgr.....W. J. Peltz
 Gen. Sales Mgr.....M. A. Williams
 Mgr., Tube Sales.....J. J. Grabiec
 PRODUCTS: Tubes.

**Lasalle Tube Manufacturing Co.**

155 E. Grand Ave., Chicago 11, Ill.

Phone: MOhawk 4-3111

President.....M. A. Robin
PRODUCTS: Tubes.**Lehigh Structural Steel Co.**

17 Battery Place, New York 4, N. Y.

Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
Ass't Sls. Mgr., Radio Exp.....T. V. Sheehy
PRODUCTS: Vertical radiators, supporting towers, relay towers.**Lewis and Kaufman Ltd.****(Division of International Glass Corp.)**

Box 337, Los Angeles, Calif.

Phone: EL Gato 4-3540

President, Sales Mgr.....Jack Kaufman
Chief Engineer.....N. V. Braumley
PRODUCTS: Transmitting, rectifier, power and special purpose tubes.**Liberty Tower Erection Co., Inc.**

Box 9123, Oklahoma City, Okla.

Phone: MEIrose 7-3381

Pres., Gen. Mgr.....Earl Griffith
Secy., Treas.....Evelyn Griffith
PRODUCTS: TV towers.**John E. Lingo & Son, Inc.**

2814 Buren Ave., Camden 5, N. J.

Phone: WOODLawn 4-0487

President.....John E. Lingo
PRODUCTS: TV transmitting antennae.**Lion Manufacturing Corp.**

2640 W. Belmont Ave., Chicago 18, Ill.

Phone: 7-6060

President.....Raymond T. Moloney
Exec. V.P., Gen. Mgr.....Andrew J. Reini
V.P., Govt. Contracts.....H. B. Jones
Chief Engineer.....D. E. Hooker
Purchasing Director.....Herbert C. Kyle
Gen. Mgr., TV-Radio Div.....Paul Eckstein
PRODUCTS: Radio receivers.**Machlett Laboratories, Inc.**

1063 Hope St., Springdale, Conn.

Phone: EReside 8-7511

Vice-Pres., Sales.....H. J. Hoffman
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineer, Eastern
District.....E. H. Gilbert
Field Engineer, Central
District.....D. S. Frankel
Field Engineer, Central
District.....G. J. Taylor
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.**Magnavox Co.**

Bucter Rd., Ft. Wayne 4, Ind.

Phone: 5471

Chairman.....Richard A. O'Connor
President.....Frank M. FreimanSales-Planning Director.....Stewart Roberts
Dir. of Public Relations.....R. H. G. Mathews
Washington Representative

815 15th St., N.W.

Phone: METropolitan 8-6515

Executive-in-charge.....Frank P. Mulgannon
PRODUCTS: TV, radios, phonograph, loudspeakers, solenoids.**Magnecord, Inc.**

1101 S. Kilbourn Ave., Chicago 21, Ill.

Phone: VAN Buren 6-9301

Manager.....W. J. Helt
PRODUCTS: Professional magnetic tape recorders-reproducers.**Majestic Radio Corp.***(See Wilcox-Gay Corp.)***Marconi Instruments Ltd.**

11 New St., New York, N. Y.

Phone: HANover 2-0197

Manager.....R. J. Bailey
PRODUCTS: Local sales office of British electronic measuring instruments.**Mars Television Inc.**

11233 Colonial Ave., Corona, L. I., N. Y.

Phone: TWining 8-1000

President.....Miles Breger
Vice-President.....Joseph Boer**Mattison Television & Radio Corp.**

10 W. 131st St., New York 53, N. Y.

President, Treasurer.....Richard Mattison

Glenn L. Martin Co., Inc.

Baltimore 3, Md.

Phone: MURdock 7-3800

Operations Mgr.....Robert C. Main
PRODUCTS: Receiving tubes.**J. A. Maurer, Inc.**

37-01 31st Street, Long Island City 1, N. Y.

Phone: STIlwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.**Metropolitan Electric Mfg. Co.****(Lumi-Tron Division)**

22-50 Steinway St., Long Island City 5, N. Y.

Phone: ASToria 8-3200

Manager.....E. L. Lustig
PRODUCTS: Studio lighting fixtures, fittings, and systems.**Microlab**

71 Okner Pkwy., Livingston, N. J.

Phone: LIVINGston 6-0692

President.....Harry A. Augenblick
Chief Engineer.....Albert Sachs, Jr.
PRODUCTS: Coaxial attenuators, filters, multipliers, terminations, UHF test equipment.

Microwave Associates

22 Cunningham St., Boston 15, Mass.
 President.....Dana W. Atchley Jr.
 Treasurer.....Vess Chigas
 Engineering Vice-Pres.....R. M. Walker
 PRODUCTS: Microwave tubes and waveguide components.

Midland Manufacturing Co., Inc.

3155 Fiberglass Rd., Kansas City, Mo.
 Phone: FInley 7950
 President.....George McGrew
 Manufacturing Vice-Pres.....H. G. Humann
 PRODUCTS: CR tubes.

Midwest Radio and Television Corp.

909 Broadway, Cincinnati, O.
 Phone: MAin 1-2371
 President.....S. W. Cunningham
 General Manager.....Harry Smith
 Secretary.....Walter Tar
 PRODUCTS: Radio receivers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
 Phone: SPring 7-7670
 Secretary.....J. M. Kuhlik, Sc.D.
 General Manager.....I. W. Kuhlik
 Treasurer.....H. B. Kuhlik
 PRODUCTS: Walkie-Record all, self-contained battery voice recorders; telephone, conference, briefcase recorders.

Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.
 Phone: TOWer 8511
 Sales Mgr., Magnetic Prod.....Dan Denham
 1500 S. Western Ave., Chicago 8, Ill.
 Phone: MOnroe 6-6126
 Manager.....R. F. Woelfel
 446 N. LaBrea Ave., Hollywood 36, Calif.
 Phone: WEHster 1-1289
 Manager.....M. D. Benson
 401 N. Broad St., Philadelphia 8, Pa.
 Manager.....T. J. Donahue
 PRODUCTS: Magnetic tape.

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).

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
 Phone: CHApman 5-1086
 President.....Mrs. Eva Fox
 PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: OLdfield 4-3600
 President.....Peter Mole
 Vice-Pres., Treas.....W. K. Parker
 PRODUCTS: TV and photographic equipment.

Motorola, Inc.

4545 Augusta Blvd., Chicago, Ill.
 Phone: SPaulding 2-6500
 President.....Paul V. Galvin
 Executive Vice-Pres.....Robert W. Galvin
 Merchandising Vice-Pres.....E. R. Taylor
 V.P., Consumer Prods. Eng.....E. H. Wavering
 Vice-Pres. Purchasing.....F. J. O'Brien
 Director of Advertising.....D. H. Kutner
 Dir. of Public Relations.....Allan Center
 Mgr., Customer Services.....S. M. Whisler
 Branches Offices (Sales and Service)
 650 N. Pulaski Rd., Chicago 24, Ill.
 131 Lyndon Ave., Detroit, Mich.
 120 S. 30th St., Philadelphia, Pa.
 522 Light St., Baltimore, Md.
 PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.
 Phone: HOLlywood 7-3178
 President.....Mark Serrurier
 PRODUCTS: Motion picture film editing equipment.

Muscolor, Inc.

3100 Lake Shore Dr., Michigan City, Ind.
 President.....Maurice Metzler
 PRODUCTS: Telecolor animated color lighting apparatus.

Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.
 Phone: MAnsfeld 6-7310
 President, Ch. Eng.....Nicholas Glyptis
 PRODUCTS: TV, special tubes, research and development.

Muntz TV, Inc.

1000 Gray Ave., Evanston, Ill.
 Phone: HOLlycourt 5-1800
 President.....Earl W. Muntz
 Chief Engineer.....Rex Wilson
 PRODUCTS: TV receivers.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: Circle 6-0348
 President.....John Clemens
 PRODUCTS: Sells, rents and services TV dollies, lenses, microphone booms.

National Co.

61 Sherman St., Malden, Mass.
 Phone: MALden 2-7950
 President.....Joseph Quick
 Vice-Pres., Sales.....Lynn Eaton
 Engineering Director.....Eugene Grant
 PRODUCTS: Radio receivers.

National Television Tube Inc.

Rochelle Park, N. J.
 Phone: PRescott 8-4937
 Sales Director.....John Sansone
 PRODUCTS: TV tubes.

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
 Phone: CLiffside 4-5600



President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300

President.....A. S. Clarke
PRODUCT: TV rebroadcast receivers,
field intensity meters.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: H Udson 6-5810

President.....Oscar Neu
PRODUCTS: Film equipment.

O'Brien Electric Corp.

6511 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOLlywood 4-1117

President.....Frank O'Brien
Vice-Pres., Sales.....John Greene
PRODUCTS: Broadcast switchers, audio
facilities, custom cabinets.

Otto K. Olsen Co.

1531 Caluenga Blvd., Hollywood, Calif.
Phone: HOLlywood 5-5191

President, Gen. Mgr.....Daniel Murphy
PRODUCTS: TV lighting equipment,
booms.

Gunnar Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: B Arelay 7-8390

President, Treas.....Gunnar Olsen
PRODUCTS: Complete tower service.

Olympic Radia and Television Inc.

34-01 38th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-5200

President, Gen. Mgr.....Morris Sobin
Sales Vice-President.....Herbert Kabat
Merchandising Consultant.....Albert Friedman
Field Sales Mgr.....Mihon Auster
Sales Administration Mgr.....S. Lipper
PRODUCTS: Radio receivers.

ORRadio Industries, Inc.

120 Marvin Rd., Opelika, Ala.
Phone: Sherwood 5-4621

N. Y. Phone: W ALker 5-1257

President.....J. Herbert Orr
Vice-Pres.....J. W. Bunkley
Vice Pres., Sales.....Nat Welch
Vice Pres., Research.....Herbert G. Hard
Vice Pres., Production.....William Barnett
Branch Offices

5158 Ridge Ave., Philadelphia, Pa.

Eastern Sales Mgr.....Frank Adams
1 Park Ave., Manhasset, L. I., N. Y.

Executive-in-charge.....Preston W. Mack
Merchandise Mart, Chicago, Ill.

Executive-in-Charge.....J. J. McBride
1217 W. Jefferson Blvd., Los Angeles, Calif.

Executive-in-Charge.....Claude Erlanger
PRODUCTS: Irish brand magnetic tapes,
sound recording tapes for radio, optical photo-
graphy tapes for TV.

**Otis Elevator Co.
(Electronics Div.)**

35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800

Manager.....Morton B. Kahn
Secretary.....Fayette S. Dunne
Treasurer.....Bruce Wallace
PRODUCTS: Broadcast Station Equip-
ment, AM and FM, Studio Amplifying Con-
soles, Radio Communication Transmitters,
both AM and FM, Air, Ground Communica-
tion Equipment, AM and FM, Electronic
Computers, Radar Equipment, Guided Mis-
sile Controls, etc.

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Granite 7-6721

President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
Gen. Counsel, Asst to Pres.....W. H. Moore
Sec. Treas.....Lowell R. Day
Chief Engineer.....O. K. Paddock
V.P. Technical Products.....R. B. Leng
V.P. Eastern Operations.....A. J. Spriggs
V.P. Manufacturing.....Jean Gleis
V.P. Sales.....Kenneth R. Johnson
Dir. of Adv. & Sales

Prom.....Robert H. Thompson
V.P. Service Div.....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.

**Pacific Mercury Television Mfg.
Corp.**

3315 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131

Chairman, President.....Joe Benaron
Merchandise Mgr.....Roy Chilton
PRODUCTS: TV sets.

Pan American Electronics Inc.

1500 N. Miami Ave., Miami, Fla.
Phone: 82-6857

Gen. Sales Mgr.....M. E. Yarus

Parkersburg Rig and Reel Co.

620 Depot St., Parkersburg, W. Va.
Phone: 7-1521

President.....W. A. Wood
PRODUCTS: Manufactures and erects TV
towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 4-3111

President.....Louis Watke
PRODUCTS: "Pemare" and "Teline" pro-
jectors, and accessories.

Penta Laboratories Inc.

412 N. Nopal St., Santa Barbara, Calif.
Phone: WOODland 5-4581

PresidentR. Leonard
PRODUCTS: Transmitting and power tubes.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
 Phone: SAcramento 2-3201

PresidentIrving Rossman
 Vice Pres.....Theodore Rossman
 V.P. Manufacturing.....Bernard Sahlius
 Comptroller.....Marshall Peiros
 Prod. Dir.....Aaron Roseman
 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, electronic mike mixers, 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
PRODUCTS: PEMARC 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. Pemsync 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.

Tioga and "C" Sts., Philadelphia 34, Pa.
 Phone: NEbraska 4-5100

ChairmanWilliam Balderstone
 PresidentJame Skinner
 Vice-Pres., Merchandising..Raymond George
 Public Relations Director.....W. Wight
 Gen. Advertising Mgr...Morgan Greenwood
TV Division

Vice-Pres., Gen. Mgr.....James Skinner
 Sales Manager.....John Utz
 Sales Promotion Mgr.....J. S. Frietsch
Home Radio Division

General Manager.....Henry Bowes
 Sales Manager.....J. J. Moran

Philharmonic Radio & TV Corp.

235 Jersey Ave., New Brunswick, N. J.
 Phone: CHarter 7-3700

PresidentBernard Lippin
 Executive Vice-Pres.....Eli Saltz
 Secretary.....Irwin A. Yellin
PRODUCTS: Radio, TV receivers.

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
 TreasurerMurray 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 4-5454

PresidentIsidor Goldberg
 Vice-PresidentJ. N. Benjamin
 Secretary-Treasurer.....I. W. Wyckoff
 Sales Manager.....L. M. Sandwick
 Purchasing Agent.....Paul Lefko
 Prod. Mgr.....F. Hajek
 Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tnners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, complete Hi-Fi systems.

Pioneer Electronics Corp.

2235 S. Carmelina, W. Los Angeles, Calif.
 Phone: BRadshaw 2-8053

President.....L. M. Perrish
 Gen. Sales Mgr.....Z. Goodman

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
 Phone: EXeter 2-4500

President.....Dr. D. L. Jaffee
PRODUCTS: Cameras, generators, monitors, consoles, amplifiers.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
 Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich
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. Blondon
 Sales Manager.....J. F. Cosgrove
PRODUCTS: Antenna systems.

Racine Tower Construction Co.

Center St., Brandon, Vt.
 Phone: 85

PresidentEmile Racine
PRODUCT: Antennae.

Radiant Mfg. Corp.

2627 W. Roosevelt Rd., Chicago, Ill.
 Phone: CRawford 7-6300

President.....H. E. Eller
 Sales Vice-Pres.....Herschel Feldman
PRODUCTS: Projection screens.

Radio Construction Co.

550 Grant St., Pittsburgh, Pa.

Phone: C.Ourt 1-1712

PRODUCTS: Tower erection.

**Radio and Television Inc.
(Brunswick Division)**

119 W. 57th St., New York, N. Y.

Phone: Hudson 6-0780

President.....H. L. Weisburgh

PRODUCTS: Radio receivers.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza

New York 20, N. Y.

Phone: C.Olumbus 5-5900

Ch. of the Board...Brig. Gen. David Sarnoff

President.....Frank M. Folsom

Senior Exec. Vice-Pres.....E. W. Engstrom

Defense Electronic Products

Front & Cooper Sts., Camden, N. J.

Vice-Pres., Gen. Mgr.....T. A. Smith

Chief Tech. Adm.....M. C. Batsel

Mgr. Operations Control.....T. W. Massoth

Mgr. Missile & Surface Radar

Operations.....H. R. Wege

Mgr. West Coast Elec. Prods.

Dept.....V. N. Curtiss

Mgr. Airborne Systems Dept.....J. M. Hertzberg

Mgr. Surface Communications

Dept.....S. W. Cochran

Chief Engineer.....C. A. Gunther

Commercial Electronic Products

Front & Cooper Sts., Camden, N. J.

General Manager.....V. L. Malcarney

Chief Engineer.....J. Hillier

Mgr. Broadcast & TV Equip.

Dept.....A. R. Hopkins

Mgr. Comm. Prods. Dept.....C. M. Lewis

Mgr. Theatre & Sound Prods.

Dept.....J. E. O'Brien

Mgr. BIZMAC Marketing.....L. F. Jones

Mgr. Comm'l Adv. & Sales

Promotion.....J. P. Taylor

Consumer Products

Exec. V.P.....R. A. Seidel

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....C. P. Baxter

Operations Mgr.....G. K. Bryant

Chief Eng.....D. D. Cole

Gen. Sales Mgr.....J. P. Bannon

Mgr., Adv. and Sales Prom.....J. M. Williams

RCA Victor Radio & "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....J. M. Toney

Manager Sales.....L. J. Collins

Mgr. Adv. & Sales Prom.....R. E. Conley

Chief Engineer.....J. L. Franke

RCA Victor Record Division

155 E. 24th St., New York, N. Y.

V.P. and Gen. Mgr.....E. Sacks

V.P. and Operations Mgr.....L. W. Kamaga

Mgr. Single Records Dept.....W. W. Bullock

Mgr. Records Operations Dept.....H. L. Letts

Mgr. Records Operations Dept.

Publicity.....G. R. Thorpe

Mgr. Records Operations Dept.

Customer Records.....J. P. Davis

Mgr. Records Albums Dept.....G. R. Marek

Mgr. Records Albums Dept.

Advertising.....W. I. Alexander

Electronic Components

Exec. Vice-President.....W. W. Watts

Tube Division

115 S. 5th St., Harrison, N. J.

V.P. and Gen. Mgr.....D. Y. Smith

Gen. Comm. Mgr.....L. S. Thees

Gen. Marketing Mgr.....L. F. Holberan

Manager, Operations Control.....W. H. Painter

Chief Engineer.....G. R. Shaw

Mgr., Equip. & Parts

Marketing.....L. J. Battaglia

Mgr. Rec'g Tube Marketing.....K. G. Bucklin

Mgr. C. R. & P'r Tube

Marketing.....M. J. Carroll

Mgr. Equipment Sales.....L. D. Kimmel

Mgr. Distributor Sales.....D. M. Branigan

Semiconductor Division

115 S. 5th St., Harrison, N. J.

General Manager.....A. M. Glover

Mgr. Sales Dept.....T. R. Hays

Mgr. Marketing Dept.....F. F. Neuner

Chief Engineer.....L. Malter

PRODUCTS: Television receivers; table

and console models; console color TV re-

ceivers; Hi-Fi phonographs and Hi-Fi phono-

graph AM-FM radio combinations; radio re-

ceivers; AM, AM-FM, table models; AM

clock radios; "Victrola" phonographs and

records; AM, FM and TV transmitting equip-

ment; broadcast station studio equipment;

antennas; mobile radio communications

equipment; industrial television equipment;

microphones; microwave equipment; test

and measuring equipment; Antenaplex an-

tenna systems; communications equipment;

electron tubes; receiving, power, cathode-

ray and special types; TV studio camera

equipment; film, disc and tape recording

equipment; BIZMAC computers; 16 mm.

projectors; electron microscopes; theatre

television equipment; marine radio equip-

ment; aviation, communication, radar and

other special apparatus for the Armed

Forces.

**Radio Engineering Laboratories,
Inc.**

36-10 37th St., Long Island City 1, N. Y.

Phone: Stillwell 6-2100

President.....C. R. Runyon, Jr.

V.P. & Sales Mgr.....E. A. Gunther

V.P. & Research Dir.....J. R. Day

Vice President.....Joseph Behr

Chief Engineer.....Joseph E. Teunis

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-FM and TV aural -

Studio to transmitter links and antennas,

FM Microwave; radar systems; FM and re-

lay broadcast transmitters point to point

multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 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
Sales Manager.....R. L. Scripp
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.

Rauland Corp.

(Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.
Phone: MUlberry 5-5000

President.....E. N. Rauland

Raven Screen Corp.

124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408

Manager.....Fred Rose
PRODUCTS: Projection screens.

Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErksire 7-7000

Exec. V.P.....H. F. Argento
Merchandising Mgr.....Cliff Knobbe
Advertising Mgr.....C. L. Petersen
PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

Vice Pres.....Frank B. Rogers, Jr.
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

Sales Manager.....George Silber
PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmmaster, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian
PRODUCTS: Electronic measuring equipment.

Resitron Laboratories

2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217

President.....V. E. Delucia
PRODUCTS: Tubes.

Roland Radio Corp.

716 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500

Gen. Sales Mgr.....P. Featherstone
PRODUCTS: Radio receivers.

Douglas Roesch Inc.

2200 S. Figueroa St., Los Angeles 7, Calif.
Phone: RIchmond 7-9361

President.....Douglas Roesch
PRODUCTS: Douglas chairside control and TV sets.

Rokaville Co.

(Electronics Division)

2064 S. Bannock, Denver, Colo.
Phone: PEarl 3-4251

Owner.....R. L. Pierzina

Rust Industrial Co., Inc.

130 Silver St., Manchester, N. H.
Phone: Manchester 3-3596

Bcst. Sls. Mgr.....T. W. Forget
PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Scott Radio Laboratories Inc.

1020 N. Rush St., Chicago, Ill.
Phone: WHitehall 4-0510

President.....John S. Meek
Engineering Vice-Pres.....Louis C. Woycke
Secretary-Controller.....R. G. Eggo

Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAIn 2-6300

N. Y. Phone: MU 3-6030
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.

Semco Electronics Co.

8407 S. Hoover St., Los Angeles, Calif.
Phone: PLEasant 2-7657

Owner.....G. Korkos
PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: PLEasant 2-7657

President.....Ernest Alschuler
Vice-President.....Milton Block
Director of Sales.....E. G. May
Sales Manager.....R. B. Park
Sales Promotion Mgr.....A. E. Welch
PRODUCTS: Radio receivers.

Setchell Carlson Inc.

New Brighton, Minn.
Phone: NEstor 8877

President.....B. T. Setchell
Sales Engineer.....Fred Melius
General Manager.....H. E. Taylor
Sales Mgr., Midwest.....R. G. Chermak
Sales Mgr., Northwest.....D. E. Dursell
PRODUCTS: Radio receivers.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535

Owner.....Tom Shields
PRODUCTS: Scenic TV settings.

Singer Television Mfg. Co.

5397 Poplar Blvd., Los Angeles, Calif.
Phone: CApitol 5-5705

President.....Eugene Singer
Gen. Sales Mgr.....Richard Weed
Sales Mgr., Audi-Video.....Donald Reed
PRODUCTS: Projection TV for institutions.

Skiatron Electronics & TV Corp.

30 E. 10th St., N. Y. 3, N. Y.
Phone: ORegon 4-3464

President.....Arthur Leyer
Treasurer.....Kurt Widder
Secretary.....Frank V. Quigley
Dir. of Research & Develop.....J. H. Lamb
Dir. of Ultra-sonic TV.....Richard L. Duggan
Dir. of Subscriber-ision.....W. J. Shanahan
Services Offered: Electronic equipment, subscriber-ision research and development TV and electronics.

Sonora Radio & TV Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CLesapeake 3-2323

President.....Joseph Gerl
Contract Sales Vice-Pres.....Edward Kedziora
PRODUCTS: Radio, TV receivers.

Sonetone Corp.

Elmsford, N. Y.
Phone: LYric 2-6400

President.....I. J. Schachtel
PRODUCTS: Vacuum tubes, transistors, amplifiers.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0410

President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Sales Prom. Mgr.....R. L. Sapan
PRODUCTS: Film editing, developing, printing machines.

Spincraft Inc.

1122 W. State St., Milwaukee, Wis.
Phone: DIvision 2-0730

Chairman.....Theodore Sjalow, Jr.
President.....George A. Mast
PRODUCTS: Metal cone makers.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 4871
President.....John F. Guzewicz

Vice-President.....Henry J. Guzewicz
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

President.....William V. 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.

Standard Electronics Corp. (Subsidiary of Dynamics Corp. of America)

285 Emmet St., Newark 5, N. J.
Phone: BlEglow 3-5540

Vice-Pres., Gen. Mgr.....W. H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt
District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash. 6, D. C.
Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....S. Jenkins
178 Overbrook Drive N.W., Atlanta, Ga.
Phone: ATwood 0710

Dist. Sls. Eng. Mgr.....A. E. Pett
132 So. Curson, Los Angeles 36, Calif.
Phone: Webster 4-1382

Dist. Sls. Eng. Mgr.....R. C. Hutchins
Preemption, Ill.
Phone: 42

Dist. Sls. Eng. Mgr.....M. L. Zimmerman
1027 Leyer St., Dallas, Tex.
Phone: RAndolph 4-008

Marketing & Sls. Prom. Mgr.....S. L. Chaikind
PRODUCTS: TV transmitters, VHF amplifiers; duplexers, dummy loads; demodulators; harmonic filters; video amplifiers; control desks; switchers, audio, video; TV studio cameras; sync generators; AM, FM transmitters.

Stephens Manufacturing Corp.

8538 Warner Dr., Culver City, Calif.
Phone: TEexas 0-3775

President.....R. L. Stephens
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stromberg-Carlson (Division of General Dynamics Corp.)

100 Carlson Rd., Rochester, N. Y.
Phone: HCBbard 2200

President.....R. C. Tait
Executive Vice-Pres.....G. G. Hoh
Sales Mgr., Radio-TV.....F. L. Granger

Merchandise Director.....James A. Frye
Public Relations Dir.....S. M. Manson

Strong Electric Corp.

87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741

President.....H. H. Strong
PRODUCTS: Arc spotlights, projectors.

Studio Television Products Sales Corp.

11 W. 42nd St., New York, N. Y.
Phone: OXford 5-2199

President.....John Newton
PRODUCTS: Camera dollies, bases tri-
pods, mike booms.

Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.
Phone: JUdson 6-2424

Chairman, President.....D. G. Mitchell
Vice-Pres., Operations.....A. L. Chapman
Vice-Pres., Sales.....B. K. Wickstrom
Dir. of Public Relations.....G. W. Griffith
Dir. of Adv. Sales Prom. T. P. Cunningham
Mgr., Electronic Products Sales. D. W. Gunn

Radio and Television Div.
254 Rano St., Buffalo, N. Y.
Phone: VICToria 2450

Vice-Pres., Gen. Mgr.....Arthur Chapman
Manufacturing Mgr.....H. E. Riordan
Gen. Sales Mgr.....B. O. Holslinger
TV-Radio Sales Mgr.....T. P. Ryan
Radio Sales Mgr.....J. R. Thuet

Radio Tube Division
Emporium, Kansas
Phone: 301

Vice-President.....M. D. Burns
General Manager.....W. H. Lamb
Gen. Sales Mgr.....D. W. Gunn
Equipment Sales Mgr.....W. O. Spink
Renewal Sales Mgr.....H. H. Rainier

Tarc Electronics Inc.

48 Urban Ave., Westbury, N. Y.
Phone: EDDgewood 4-3900

President.....H. W. Cain
PRODUCTS: Broadcast and test equip-
ment for color and B & W TV.

**Sarkes Tarzian Inc.
(Broadcast Equipment Div.)**

E. Hillside Dr., Bloomington, Ind.
Phone: 7251

President.....Sarkes Tarzian
Sales Manager.....B. Presti
PRODUCTS: TV transmitters.

Taylor Tubes, Inc.

2312 Wabansia Ave., Chicago, Ill.
Phone: ARmitage 6-1730

President.....B. C. Boeckler
PRODUCTS: Tubes.

Technicraft Laboratories, Inc.

Thomaston, Conn.
Phone: ATlas 3-4315

President.....A. M. Winchell
PRODUCTS: Microwave components.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535

President.....L. Lazoff
Sales Manager.....P. H. Witte
PRODUCTS: Videola TV receivers, FM
tuners, radio sets.

Tektronix Inc.

Box 831, Portland, Ore.
Phone: CYpress 2-2611

President.....Howard Vollum
PRODUCTS: TV oscillators, and other test
equipment.

Telechrome Inc.

632 Merrick Rd., Amityville, N. Y.
Phone: 4-4446

President.....J. R. Popkin-Clurman
Vice-Pres., Sales.....H. C. Riker
PRODUCTS: TV transmitters.

TelePrompTer Corporation

300 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800

Chairman, Pres.....Irving B. Kahn
V. P. Sales.....Herbert W. Hobler
V.P. Engineering.....Hubert J. Schlafly
Sls. Mgrs.: TV & Film..Bart Swift, Don Swift
Sls. Mgr., TV Stations.....W. K. Treynor
Sls. Mgr., Staging Services.....W. Marsh
Sls. Service Mgr.....J. Blair
Operations Dir.....Nat Myers

Branch Offices

6151 Santa Monica Blvd., Los Angeles, Calif.
Phone: HOLlywood 9-6239

V.P. West Coast.....Fred Barton
Manager.....George Kane
177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826

Manager.....Ted Boisumbeau
1346 Connecticut Ave., Washington, D. C.
Phone: COLumbus 5-3161

Manager.....Ray Turell
447 Jarvis St., Toronto, Canada
Phone: WALnut 2-2130

Manager.....Ken Page
PRODUCTS: TelePrompTer cueing equip-
ment for film, live TV, TV stations, public
speaking; Telepro rear screen remote con-
trolled projection; Telemation, for automatic
cueing; lights, Telestage, miscellaneous stu-
dio devices.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BISHop 7-3841

President.....E. E. Arkin
PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950

Chairman.....S. W. Muldowny
PRODUCTS: Tubes.

Telet, Inc.

Louisville, Ky.

Phone: MAgnolia 1930

President.....D. P. Bibb, Jr.
Sales Mgr.....E. W. Lowrie
PRODUCTS: Replacement picture tubes.

Televideo Corp. of America

3100 S. Main St., Los Angeles, Calif.

Phone: ADams 2-7282

President.....Jaime Balugo
PRODUCTS: CR tubes and electronic assemblies.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.

Phone: 7-7207

President.....W. C. Eddy
PRODUCTS: Custom built remote controlled 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 1-2334

President.....K. A. Jenkins
Gen. Mgr.....Tom Haney
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino
West Coast Representative
E. J. Baughman Co.

350 South Central, Los Angeles, Calif.
Canadian Representative

117 Jarvis St., Toronto

PRODUCTS: Profitmaker 2100 w. 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, "TSC 4000" rear screen projector; "TSC 67" rear projection screen.

Television Utilities Corp.

1315 Jericho Turnpike

New Hyde Park, N. Y.

Phone: ELoral Park 4-0103

President.....A. E. Siegel
PRODUCTS: Designs and manufacturers of private eye monitors.

Television Zoomar Corp.

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

Phone: BRyant 9-5853

President.....Jack A. Pegler
PRODUCTS: TV Zoomar lenses and studio zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEbster 9-9250

President.....J. Roenisch

Sales Mgr.....E. W. Brinkerhoff

PRODUCTS: Test equipment for TV.

Tel-o-Tube Corp. of America

180 Van Riper Ave., E. Paterson, N. J.

Phone: FAirlawn 6-1500

President.....Samuel Kagan

Sales Mgr.....Nat Malamuth

PRODUCTS: TV tubes.

**Theatre Network Television, Inc.
(TNT)**

Telesessions, Inc.

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 3-3220

President.....Nathan L. Halpern

Gen. Sales Mgr.....Fanshawe Lindley

Executive Producer.....Martin H. Poll

Supervisor of Oper.....Edward F. Addiss, Jr.

Services Offered: Closed-circuit TV for business, industry, and entertainment.

Thomas Electronics Inc.

118 Ninth St., Passaic, N. J.

Phone: GRegory 3-404

President.....T. L. Clinton

Gen. Sales Mgr.....R. E. Burrows

Thompson Products Inc.

2196 Clarkwood Rd., Cleveland, Ohio

Phone: HEnderson 16765

(Electronics Division)

Manager.....J. W. Davidson

Sales Mgr.....F. J. Weibmiller

PRODUCTS: TV transmitter switches.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 5-7653

Owner.....M. M. Lasensky

6640 23rd Ave., West Hyattsville, Md.

Phone: HArrison 2-3515

General Manager.....A. C. Tilton

Sales Engineer.....Frank Little

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Trad Electronics Corp.

1001 First Ave., Asbury Park, N. J.

Phone: PRospect 6-7447

President.....George Trad

PRODUCTS: Private label sets, commercial test equipment.

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.

Phone: HArrison 7-9154

President.....Joe Friedman

Sales Mgr.....Tully Friedman

PRODUCTS: Radio receivers.

Trans-Lux Corp.

1270 6th Ave., New York, N. Y.

Phone: CLeve 7-4970

President.....P. E. Furber

PRODUCTS: Rear projection screens.

Tressel Television Productions, Inc.

111 W. Washington St., Chicago, Ill.
Phone: FInancial 6-2976

President, Gen. Mgr. Frank Tracy
PRODUCTS: Manufactures Projectall remote controlled automatic slide and opaque projector.

John D. Trilsch Inc.

1310 McKinney Ave., Houston, Texas
Phone: ATwood 9351

President. John D. Trilsch
PRODUCTS: Towers and antennas.

Truscon Steel Division

Republic Steel Corp.

Albert St., Youngstown 1, Ohio
Phone: RIVERSide 6-7211

Mgr., Sls. Tower Prod. G. F. Bateson
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.

95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-2400

Chairman. H. W. Harper
President. Louis Riehn
Vice-Pres., Sales. G. W. Keown
Gen. Sales Mgr. J. D. Van der Veer
PRODUCTS: Tubes, lamps.

Union Switch & Signal Div.

(Westinghouse Air Brake Co.)
Pittsburgh, Pa.

Phone: PEEnhurst 1-0880

Vice-Pres., Gen. Mgr. A. M. Wiggins
Mgr., Apparatus Sales. A. S. Robertson
PRODUCTS: Low frequency control and communication for TV tower elevators.

United Specialties Co.

(United Air Cleaner Div.)

9705 Cottage Grove Ave., Chicago, Ill.
Phone: REgent 4-5000

Sales Vice-Pres. J. Hamilton
PRODUCTS: TV shells and air cleaners.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

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.

Universal Vacuum Tube Corp.

137 Alexander St., Yonkers, N. Y.
Phone: 5-6435

President. Theodore Apstein
PRODUCTS: CR tubes.

Vacuum Tube Products Co., Inc.

506 S. Cleveland St., Oceanside, Cal.
Phone: SARatoga 2-6567

President. Harold Ulmer
PRODUCTS: Radio, tv tubes.

Vallen Inc.

225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933

President. E. J. Vallen
PRODUCTS: Curtain controls and tracks for TV curtain.

Vandivere Laboratories Inc.

3520 S. Four Mile Run Dr., Arlington, Va.
Phone: JAcKson 7-3422

President. E. F. Vandivere
PRODUCTS: Equipment for automation of station programming.

Victor Animatograph Corp.

Davenport, Ia.
Phone: 3-9917

President. S. G. Rose
PRODUCTS: Motion picture projectors.

Viewlex Inc.

35-01 Queens Blvd., Long Island City, N. Y.
Phone: EXeter 2-0100

President. L. A. Peirez
PRODUCTS: Automatic projectors, slide and strip film.

Visual Electronics Corp.

11 W. 42nd St., N. Y. 36, N. Y.
Phone: LOnacre 4-0518

President. James B. Tharpe
PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, low power installations and TV studio equipment.

Walsco Electronics Corp.

(Div. of TelAutograph Corp.)
3602 Crenshaw Blvd., Los Angeles, Cal.
Phone: AXminster 3-7201

President. Walter L. Schott

Ware Coupling and Nipple Co.

5 Milner St., Ware, Mass.
Phone: 905

President. D. W. Howe, Jr.
PRODUCTS: Conelrad alarm, remote control equipment.

Waterman Products Co.

2445 Emerald St., Philadelphia, Pa.
Phone: GARfield 6-8600

President. William Waterman
Sales Mgr. Frank Parsons
PRODUCTS: CR oscilloscopes.

Westinghouse Electric Corp.

3 Gateway Center, Box 2278, Pittsburgh 30, Pa.

Phone: CQuart 1-5300
 TV-Radio Div., Metuchen, N. J.
 Phone: LLiberty 8-5000
 N. Y. Phone: WHitehall 3-1321

President.....G. A. Price
 V.P. (Cons. Prods.).....J. M. McKibbin
 General Mgr.....E. J. Kelly
 Ass't Gen. Sls. Mgr. of M'kting.
 Gen. Sls. Mgr.....D. D. Halpin
 Merchandising Mgr.....M. J. Ranalli
 Advert. Sls. Prom. Mgr.....R. M. Fichter
 Mgr. Public Relations.....Stanley Kempner
 Mgr. Engineering.....G. C. Larsen
 Works Mgr.....R. A. Schieber
 Mgr. Materials.....M. N. Brook-

Offices

684 Peachtree St., Atlanta, Ga.
 Phone: EMer-on 5635

Merchandise Mart, Chicago 90, Ill.
 Phone: WHitehall 4-3860
 1740 E. 12th St., Cleveland 11, 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.

PRODUCTS: TV and Radio AM-FM receivers.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
 Phone: BlGelow 3-4700

Gen. Sls. Mgr.....H. M. Ricks

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.
 Phone: FR 2-4636

Sales.....C. G. Miller
 50 Church St., New York 7, N. Y.
 Phone: WOrth 4-3510

Sales.....W. J. Hemley
 6230 Third St., N.W., Washington, D. C.
 Phone: Tuckerman 2-2414

Sales.....L. F. Parachini

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
 Phone: HUNter 2-7876

President.....Harold A. Wheeler
 Chief Eng.....David Dettinger

PRODUCTS: Consulting services and laboratory facilities for electronic research, design, and development.—microwave equipment and components on special order.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
 Phone: WOODlawn 4-4912
 President.....H. C. Wickes
 PRODUCTS: TV test equipment.

Wilcox-Gay Corp.

Charlotte, Mich.
 Phone: 485

Chairman, Pres.....Leonard Ashbach
 Sales Mgr.....W. E. McConnell

Wincharger Corp.

E. 5th St., Sioux City, Ia.
 Phone: 2-1844

Vice-Pres., Gen. Mgr.....R. F. Weinig
 Mgr., Antenna Dept.....V. V. Holmes
 PRODUCTS: Tower manufacturers and erectors.

Wind Turbine Co.

E. Market St., West Chester, Pa.
 Phone: 3110

President.....R. W. Weeks
 PRODUCTS: Erect towers.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
 Phone: ORange 3-2576

President.....H. Bernard Zane
 PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
 Phone: BERkshire 7-7500
 N. Y. Phone: LONgacre 4-6600

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
 Exec. V-P.....Hugh Robertson
 V-P and Dir. of Sales.....Leonard C. Truesdell
 V-P in Chg. of Eng.....G. E. Gustafson
 V-P in Chg. of Prod.....Donald MacGregor
 V-P Advertising.....Erik Isgrig
 V-P & Gen. Counsel.....J. S. Wright
 V-P Distribution.....N. C. Owen
 V-P and Treas.....S. Kaplan
 V-P in Chg. of Purchases.....J. E. Anderson
 V-P in Chg. of Res.....Dr. Alexander Ellert
 V-P & Dir. of Sls.....Leonard C. Truesdell
 Secty. and Asst. V-P.....Karl E. Hassel
 Asst. V-P.....J. E. Brown
 Asst. Treas and Asst. Secty.....J. Kuhajek
 Asst. Secty.....H. M. Chesser
 Indust. Rel. Dir.....J. M. Ferren
 Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, FM, AM-FM; Console: AM, AM-FM; Radiophonograph combination: AM, AM-FM table, AM-FM table, AM-FM console; Portables: Battery only, and battery AC-DC; TV: Table and console without radio, also AM-FM radiophonograph combination; HI-FI record players; hearing aids.

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.

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Programs AM 1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL AM PROGRAMS OF 1955

(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, 1955. 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
Adventures of Rin-Tin-Tin	National Biscuit Co. (Nabisco)	MBS	Kenyon & Eckhardt
Amos 'n' Andy	American Home Products (Chief-Bro.-Ar.) Anahist Co., Inc. (Cold Tablets) CBS Columbia, Inc. (Radium, TV Set) Dromedary Co. (Cake, Muffin, Muesli) General Motors Corp. (Automobiles) General Paint Corp. (Paint) Lettuce, Inc. (Lettuce) Rexall Drug Co. (Drug Products)	CBS	Young & Rubicam Ted Bates & Co. Ted Bates & Co. Kudner Agency Abbott Kimball Co. of Calif. J. Cohan Advt. B B D & O
Amos 'n' Andy Music Hall	American Motors Corp. (Automobiles) Brown & Williamson Tobacco Corp. (Kool Cigarettes) Carter Products, Inc. (Arrid) CBS Columbia (Radio, Photograph) "42" Products Inc. (Hair Oil) Murine Co. (Eye Wash) Seaboard Finance Co. (Financial Service)	CBS	Geyer Advt. Agy. Ted Bates & Co. Ted Bates & Co. Ted Bates & Co. Adcoa Agency B B D & O Frank Bull Co.
Answer Man	Webster's Unified, Inc. (Dictionaries)	CBS	Thwing & Altman
Arrivals & Departures	General Motors Corp. (Buicks)	ABC	Kudner Agency
Aunt Jenny	Lever Bros. Co. (Detergents)	CBS	Foote, Cone & Belding
Aunt Mary	BuTay Products (Water Softener) General Foods Corp. (Cake Mix)	CBS	Dan B. Miner Co. Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Hazel Bishop Inc. (Lipstick)		Raymond Spector
	Hill Bros. Coffee Co. (Coffee)		N. W. Ayer & Son
Autry, Gene, Show	William Wrigley, Jr., Co. (Gum)	CBS	Ruthrauff & Ryan
B			
Babbitt, Harry, Show	Bristol-Myers Co. (Vitalis)	CBS	Doherty, Clifford, Steers, Shenfield
	Liggett & Myers (Chesterfields)		Cunningham & Walsh
	Mary Ellen Jams & Jellies (Jams & Jellies)		Ralph Jewell Agy.
	Wheatena Corp. (Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (Sierra Pine)		Raymond Morgan Adv. Co.
Backstage Wife	General Foods Corp. (Swans Down)	CBS	Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt. Agy.
	Procter & Gamble (Detergents)		Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Gienn-Jordan-Stoetzel Inc.
Banghart, Kenneth, News	Brown & Williamson Tobacco (Kools)	NBC	Ted Bates
Bekins Hollywood Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advt.
Belmont Stakes	Gillette Co. (Shaving Items)	CBS	Maxon Inc.
Benny, Jack, Show	American Tobacco Co. (Cigarettes)	CBS	B B D & O
Bergen, Edgar, Show	American Home Foods Div. (Pie Mix)	CBS	Young & Rubicam
	Lettuce, Inc. (C-7 Lettuce)		John Cohan Advt.
	Philip Morris & Co. (Cigarettes)		Biow-Beirn-Toigo
Big Story	American Tobacco Co. (Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles
Blue Ribbon Bouts	Pabst Brewing Co. (Beer, Ale)	ABC	Warwick & Legler
Boxing Bouts	Gillette Safety Razor Co. (Shaving Products)	NBC	Maxon Inc.
Boys Town Choir	Stanley Home Products Inc. (Brushes, Grooming Aids)	ABC	Charles M. Hoyt
Break the Bank	Miles Laboratories Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advt.
Breakfast Club	Beltone Hearing Aids (Hearing Aids)	ABC	Olian & Bronner
	Bristol-Myers Co. (Mum, Bufferin)		Mum: Doherty, Clifford Steers, Shenfield Bufferin: Young & Rubicam



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett Co. (Drugs, Vitamins)		Young & Rubicam
	Mutual Benefit Health & Accident Assoc.		Bozell & Jacobs
	Olson Rug Co. (Rugs)		Presba, Felers, & Presba
	Philco Corp. (Air Conditioning, Home Freezing Units)		Hutchins Adv. Co.
	Quaker Oats Co. (Flours, Cereals)		J. Walter Thompson
	Realemon-Puritan Co. (Fruit Concentrates)		Rutledge & Lilienfield
	Rockwood & Co. (Chocolate)		Paris & Peart
	Sandura Co. (Wall and Floor Coverings)		Grey Advt. Co.
	Swift & Co. (Food Products)		J. Walter Thompson
Breakfast Club Review	Ball Brothers Co. (Fruit Jars, etc.)	ABC	Applegate Advt. Agy.
Brighter Day	Hazel Bishop Inc. (Cosmetics)	CBS	Raymond Spector Inc.
	General Foods Corp. (Cake Mix)		Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt.
	Procter & Gamble Co. (Blue Cheer)		Young & Rubicam
Brown, Cecil	Cook Chemical Co. (Insecticides)	MBS	Henri Hurst & McDonald
Burgie Music Box	San Francisco Brewing Co. (Beer)	ABC	B B D & O
C			
Camel Scoreboard	R. J. Reynolds Tobacco (Camele)	MBS	William Esty Co.
Canham, Edward D.	Christian Science Monitor (Institutional)	ABC	Walton Butterfield Advt
Carson, Jack, Show	General Motors Corp. (Automobiles)	CBS	Kudner Agency
CBS Newsroom—Sunday Desk	Carnation Co. (Evaporated Milk)	CBS	Erwin, Wasey & Co.
	Langendorf United Bakeries (Bread)		Blow, Beirn, Toigo
Changing Times	Kiplinger Washington Agency (Magazine)	ABC-CBS	Albert Frank-Guenther Law
Choraliers	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Christmas Chime Music	White House Co. (Records)	ABC	Victor & Richards
Christmas Sing With Bing	Insurance Co. of North America	CBS	N. W. Ayer & Son, Inc.
Church in the Home	American Soul Clinic (Institutional)	ABC	South Gate Advt. Agy.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cisco Kid	Interstate Bakeries Corp. (Bread)	NBC	Dan B. Miner
Cities Service Band of America	Cities Service Petroleum Inc.	NBC	Ellington & Co.
Clooney, Rosemary	Campana Products (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly
Coke Time—Eddie Fisher	Coca-Cola	MBS	D'Arcy Co.
Collingwood, Charles, and the News	Brown & Williamson Tobacco Co. (Viceroy's)	CBS	Ted Bates Co.
Como, Perry	Liggett & Myers Tobacco Co.	CBS	Cunningham & Wash
Companion	Pharmaco, Inc. (Feenamint)	ABC	
Crosby, Bing	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	CBS Columbia (Radios, TV Sets)		Ted Bates Co.
	Consolidated Cosmetics General Foods Corp. (Instant Postum)		Frank Duggin Advt. Young & Rubicam
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Hallmark Cards (Greeting Cards)		Foote, Cone & Belding
	Lettuce, Inc. Philip Morris & Co.		John Cohan Biow, Beirn, Toigo
Custom Made	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency

D

Day, Dennis	Mytinger & Casselberry, Inc. (Nutralite)	NBC	Dan B. Miner Co.
Disk Derby	Brown & Williamson (Viceroy's, Kools)	CBS	Ted Bates & Co.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC	Cunningham & Walsh
Drake, Galen, Show	American Home Foods Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Animal Foundation, Inc. (Hunt Club Dog Food)		Moser & Cotins, Inc.
	Chick, Chick & Presto		Ted Bernstein Assoc.
	Columbia LP Record Club		Maxwell Sackheim & Co.
	Famous Artists Schools, Inc.		Hermon W. Stevens Agency
	Father John's Medicine Co., Inc.		Hermon W. Stevens Agency
	General Foods Corp. (Instant Postum, Post Cereals)		Postum: Young & Rubicam Cereals: Benton & Bowles
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Lettuce, Inc.		John Cohan Advt.
	Nail Gro, Inc.		Thwing & Altman, Inc.
	Sleep-Eze Co., Inc. (Sedatives)		B. A. Stebbins Advt.
Drier, Alex	Skelly Oil Co.	NBC	Bruce B. Brewer Co.

E

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edwards, Douglas (News)	American Tobacco Co. (Camel, Marlboro Cigarettes) McKesson & Robbins, Inc. (Cavendish)	CBS	Sullivan, Stauffer, Colwell & Bayles Ellington & Co.
Eightieth Anniversary Program Saluting Prudential Life Insurance Co.	Prudential Life (Institutional)	ABC	Calkins & Holden

F

Fact Master	General Products Corp. (Orbit)	CBS	Dean Simmons Adv.
FBI in Peace and War	William Wrigley, Jr., Co. (Chevy Chase)	CBS	Arthur Meyerhoff & Co.; Francis Hooper Adv. Agency
Fibber McGee & Molly	Armour & Co. (Dial Soap) Brown & Williamson Tobacco Co. (Viceroy Cigarettes) Curtis Publishing Co. (Better Farming) Prudential Insurance Co.	NBC	Foote, Cone & Belding Ted Bates & Co. Young & Rubicam, Inc
Five Star News	Kraft Foods Co. (Coca-Cola, O.T. Paragon)	MBS	Calkins & Holden Needham, Louis & Brorby, Inc.
Florida Calling	Florida Citrus Commission	MBS	J. Walter Thompson
Frank & Ernest	Dawn Bible Students Assn. (Keigron Books)	MBS	Wm. Gleeson & Co.
Friday With Garroway	Crosley Div.- Avco Mfg. Co. (TV Sets, Radios)	NBC	B B D & O

G

Game of the Day	Gillette Safety Razor Co. Jackson Brewing Co.	MBS	Maxon, Inc. Fitzgerald Adv. Co.
Garden Gate	Ferry-Morse Seed Co.	CBS	MacManus, John & Adams, Inc
Garred, Bob, News	American Maize Products Co. (Prepared Desserts, Starlines Syrups) "42" Products, Ltd. (Shampoo, Hair Oil) Roman Meal Co. (Pine Cakes & Muffins, Biscuits) Viking Sloane Corp. (Automotive Products)	ABC	Kenyon & Eckhardt ADCOA Agency Roy S. Durstine, Inc. Maxwell Sackheim & Co., Inc.
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Adv. Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Buffon, Vitains) McKesson & Robbins (Tawny Tartan)	CBS	Doherty, Clifford, Steers, Shenfield Ellington & Co.
Godfrey's, Arthur, Talent Scouts	CBS Columbia (Radios, TV Sets)	CBS	Ted Bates, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Gillette (Toni Div.)		Weiss & Geller
	Lever Bros. Co. (Lipton Tea, Soup, Mixes, Frostee)		Young & Rubicam
Godfrey, Arthur, Time	American Home Foods Div. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Bauer & Black, Div. of Kendall Co.		Leo Burnett Co.
	Bristol-Myer Co. (Bufferin, All Products, Trushay)		Young & Rubicam
	Campana Sales Co. (Sheer Magic, All Products)		Wallace-Ferry-Hanly Co., Inc.
	Corn Products Sales Co. (Mazola)		C. L. Miller Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	Frigidaire, Div. of General Motors Corp. (All Frigidaire Prods.)		Foote, Cone & Belding
	Glamorene, Inc. (Glamorene Rug Cleaner)		Hicks & Greist, Inc.
	Hartz Mt. Products Corp. (Pet Foods)		G. H. Hartman Co.
	Kellogg, Inc. (Cereals)		Leo Burnett, Inc.
	Lever Bros. Co. (Pepsodent)		McCann-Erickson, Inc.; Foote, Cone & Belding
	Lewis-Howe Co. (Tums)		Ruthrauff & Ryan
	Minnesota Mining & Mfg. Co. (Scotch Band Cello- phane Tape)		B B D & O
	Murine Co. (Eye Wash)		B B D & O
	Pet Milk Co. (Evaporated Milk)		Gader Adv. Co.
	Pillsbury Mills, Inc. (Flour, Flour Mixes)		Leo Burnett
	A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	The Toni Co. (Toni Home Permanent, Creme Rinse)		Weiss & Geller
Gorman, Tom	Bristol-Myers Co. (Vitalis)		Doherty, Clifford, Steers, Shenfield
Goss, Frank, News	Bekins Van & Storage Co. Bristol-Myers Co. (Vitalis)		Brooks Adv. Agcy. Doherty, Clifford, Steers, Shenfield
	Mennen Co. (Toiletries)		Kenyon & Eckhardt, Inc.
	Simoniz Co. (Wax)		Sullivan, Stauffer, Colwell & Bayles
	Hill's Bros. Coffee, Inc. Union Oil Co.		N. W. Ayer & Son, Inc. Young & Rubicam
Graham, Sheila	Seeman Brothers, Inc. (Detergents, Household Deodorants)	ABC	William Weintraub & Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert, Cavaliers)	NBC	William Esty Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell, Inc.
Great Gildersleeve	Curtis Pub. Co. (Saturday Evening Post) RCA (Radio, TV, Photographs)	NBC	B B D & O Kenyon & Eckhardt
Great American Women	O' Cedar Corp. (Polishes, Mops, Waxes, Cleaners)	ABC	Turner Adv. Agency
Greatest Story Ever Told	Goodyear Tire & Rubber Co. (Instructional)	ABC	Kudner Agency, Inc.
Griffith, Les, News	Seeman Bros., Inc. (Detergents, Household Deodorants)	ABC	W. H. Weintraub & Co., Inc.
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Adv., Inc.
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield & L & M Filter Cigarettes)	CBS	Cunningham & Walsh, Inc.

H

Hallmark Radio Hall of Fame	Hallmark Cards, Inc.	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Harvey, Paul, Comments	Beltone Hearing Aid Co. (Hearing Aids) Dale Carnegie Sponsors Assoc. (School)	ABC	Olian & Bronner
Harvey, Paul, News	Bankers Life & Casualty Co. of Chicago (White Cross Hospital Plan) Burton-Dixie Corp. (Mattresses & Pillows) Utilities Engineering Institute (Courses)	ABC	Grant, Schwenk & Baker, Inc. R. B. Wesley Assn. Wagemar Agency
Hayes, Sam, News	General Mills, Inc. (Cereals, Formula Feeds, Flour)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
Heatter, Gabriel, News	American Home Products Corp. (Bisodol, Aramin & Afta Shaver)	MBS	Sullivan, Stauffer, Colwell & Bayles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Herald of Truth	Bankers Life & Casualty Co.	ABC	Grant, Schwenk & Baker Olian & Bronner Martin Co.
	Beltone Hearing Aid Co.		
Here's Hollywood	Highland Church of Christ (Institutional)	MBS	Wherry, Baker & Tilden, Inc.
	Quaker Oats (Cereals)		
Hilltop House	Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum)	CBS	Doherty, Clifford, Steers & Shenfield, Inc.
	American Dairy Assn.		
Hope, Bob, Show Hotel for Pets	Coast Fisheries Div. of Quaker Oats Co.	NBC	Campbell-Mathun Lynn Baker Co.
	(Puss 'n' Boots Cat Food)		
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	MBS ABC	Walter F. Bennett
	Hawaiian Pineapple Co. (Pineapple & Juice)		
Houseparty	Kellogg Co. (Cereals)	CBS	N. W. Ayer & Son Leo Burnett Co. B B D & O Leo Burnett Co.
	Lever Bros. Co. (Surf, Chlorodent)		
	Pillsbury Mills, Inc. (Flour, Flour-mix Products)		
	Prentice-Hall (Books)		
How To Live	Eugene Stevens Co. (Car Book)	ABC	Albert Frank-Guenther Law Friend, Krieger & Rader, Inc. E. Schwartz Assoc.
How to Save Money on Your Car	MJB Co. (Coffee, Tea, Rice)	ABC	B B D & O

I

It Happens Every Day	Block Drug Co., Inc. (Poslam, Minipoo, Omega Oil, Green Mint)	MBS	Emil Mogul Co.
It Pays to Be Married	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding B B D & O Kenyon & Eckhardt
	Curtis Publishing Co. (Ladies' Home Journal)		
	RCA (Radios, Phonographs, TV Sets)		

J

Jackson, Allen, News	Chevrolet Div. of General Motors Corp.	CBS	Campbell-Ewald Young & Rubicam
Jaggers, O. L.	Metropolitan Life Insurance Co.	ABC	Twentieth Century Adv. Agcy.
Just Plain Bill	World Church (Institutional)	NBC	Geoffrey Wade Advertising
	Miles Laboratories, Inc. (Alka Seltzer)		



COMMERCIAL AM PROGRAMS



K

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Kentucky Derby	Gillette Co. (Blades, Shaving Creams, Safety Razors)	CBS	Maxon, Inc.

L

Larro Roundup, The	General Mills, Inc. (Larro Feeds)	NBC	Klau-VanPieper-Son-Dunlap, Inc.
LeSueur, Larry, News	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Lewis, Fulton, Jr.	National Labor Mgt. Foundations (Institutional)	MBS	Radio Extension
Lewis, Robert Q.	Helene Curtis Industries, Inc. (Hair Dressings, Sprays, Shampoos, Permanent Waves, Cosmetics)		Gordon Best Co.
	Miller Products Co. (Insect Repellant)		Winus Brandon Co.
	Milner Products Co. (Giola Beards, Pine Sol)		Gordon Best Co.
	Star-Import Co. (Clocks)		Fitzmorris Adv. Inc.
Life Is Worth Living (News)	Admiral Corporation (Air Conditioners, Freezers, Home Freezers, Refrigerators)	ABC	Russell M. Seeds
Light & Life Hour	Free Methodist Church of North America (Institutional)	ABC	Walter F. Bennett
Little Brown Jug	Reynolds Metals Co. (Aluminum Products)	ABC	Buchanan & Co.
Lone Ranger, The	American Bakeries Co. (Merita, Toasted Breads)	NBC, ABC	Tucker Wayne & Co.
	General Mills, Inc. (Wheaties, Cheerios, Cake Mixes)		Dancer-Fitzgerald & Sample
Lorenzo Jones	Colgate-Palmolive Co. (Fah, Dental Cream)	NBC	William Esty Co.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Adv. Co.
Lux Radio Theatre	Lever Bros. Co. (Lux Toilet Soap, Flakes, Liquid, Pepsodent, Rinso, Spray, Soft, Ravolox Detergent)	NBC	J. Walter Thompson Co.

M

Magic Kingdom	Swift & Co. (Meat)	ABC	McCann-Erickson
Make Up Your Mind	Continental Baking Co. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Manion, Dean Clarence	Manion Forum of Opinion (Institutional)	MBS	Victor Adv., Inc.
Manning, Knox, News	Fisher Flouring Mills	NBC	Pacific National Adv. Agency
Ma Perkins	Procter & Gamble Co. (Lilt & Oxydol)	CBS	Dancer-Fitzgerald-Sample, Inc.
Marciano-Moore Heavy-weight Championship Bout	The Mennen Co. (Shaving Cream)	ABC	A. J. Denne Co.
Mayflower News	Aero Mayflower Transit Co. (Long Distance Moving Co)	ABC	Caldwell, Larkin, Sidener & Van Riper
McBride, Mary Margaret	Calgon, Inc. Q-Tip Sales Corp. Star Kist Foods (Tuna Fish, Markeral)	NBC	Ketchum, McLeod & Grove Gumbinner Adv. Agency Rhoades & Davis
Medicine's Proclamation of Faith	AMA (Institutional)	ABC	J. Walter Thompson Co.
Memory Lane	O'Keefe & Merritt (Gas Ranges)	CBS	Atchison, Donohue & Haden
Metropolitan Opera	The Texas Co. (Texaco Petroleum Prods)	ABC	Kudner Agency
Miller, Howard, Show	William Wrigley, Jr., Co. (Gum)	CBS	Arthur Meyerhoff & Co.
Modern Romances	Junket Brands Food Div. of Hansen's Chr. Laboratory, Inc. (Dessert, Candy Prods., Fudge, Sherbet Mixes)	ABC	McCann-Erickson
	Vicks Chemical Co. (Cough Syrup)		Morse Int'l Inc.
	Rexall Co. (Medicines, Toiletries)		B B D & O
Monday Morning Headlines	P. Lorillard Co. (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Monitor	American Motors, Inc. (Automobiles)	NBC	Geyer Advt.
	B. F. Goodrich Co. (Tubeless Tires)		B B D & O
	Morton Salt Co.		B B D & O
	Miller Brewing Co.		Mathisson & Assoc.
	Philip Morris Co.		Biow-Beirn-Toigo
	Western Union Telegraph		Albert Frank-Guenther Law
Morgan, Edward, and the News	American Federation of Labor (Institutional)	ABC	Furman, Feiner & Co.
Multi-Message Series	Florida Citrus Comm. Florida State Adv. (Commerce)	MBS	Benton & Bowles Direct
	Dodge Motor Division Donohue & Co. (Ennds)		Grant Adv., Inc. Benton & Bowles
	Grove Laboratories, Inc. (Bromo-Quinine)		Benton & Bowles
	Al Paul Lefton (Eye-Cene)		Benton & Bowles
	Norwich Pharmacal Co. (Pepto-Bismol)		Benton & Bowles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY	
Murrow, Edward R., News	Pearson Pharmacal Co. (Erends & Eye-Gone)		Benton & Bowles	
	R. ' Reynolds Tobacco Co. (Cigarettes)		Wm. Esty Co., Inc.	
	S.O.S. Co. (Showering Paids)		McCann-Erickson	
	RCA Laboratories (Ryitubol)		B B D & O	
	Willard Storage Battery Co.		Maldrum & Fewsmith, Inc.	
	American Oil Co. (Amoco Gas, Lubricants)	CBS	Joseph Katz Co.	
	Ford Motor Co. Pacific Dealers (Oldsmobiles)		J. Walter Thompson D. P. Brother & Co.	
	Swift & Co. (Pam, Dog Food)		J. Walter Thompson	
	Music Appreciation	Book of the Month Club, Inc. ABC, CBS (Photograph Reminds)		Schwab & Beatty, Inc.
	Musterole Weekend News	The Musterole Co.	ABC	Erwin Wasey Co.
My Little Margie	Campana Sales Co. (Ayo, Italian Balm)	CBS	Wallace Ferry Hanly Co.	
My True Story	Philip Morris & Co., Ltd. Sterling Drug, Inc.	ABC	The Biow Co., Inc. Dancer-Fitzgerald-Sample, Inc.	

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittins
News of the World	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamin, Nervein, Tabrin)	NBC	Geoffrey Wade Adv.
New York Day-by-Day	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agcy.
Nick Carter	Harrison Products, Inc. (No-Doz, Shut-Eye)	MBS	Sidney Garfield & Assoc.
Norman, Phil, Takes Ten	Star Import Co. (Clocks) KEVO Co. (Kevo-ettes & Energy Foods)	CBS	Fitzmorris Adv. Dean Simmon Adv.
No School Today	Table Products Div. of Safeway Stores, Inc. (Salad Dressings, Sandwich Spread)	ABC	Hoefler, Dietrich & Brown, Inc.

O

O'Cedar News	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency.
Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Toni Co. (Toni Home Permanent, Silver Curl Home Per- manent, Tonette Home Permanent, Pamper Shampoo)	NBC	Weiss & Geller
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	Gillette Co. (Razors, Blades, Shaving Cream)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar- Dee, Quality Foods, Kolynos Chlorophyll Toothpaste)	CBS	John F. Murray Adv.
	General Motors Corp. (Buicks, Frigidaires)		Kudner Agency
	Gillette (Toni Permanents)		Weiss & Geller
	Procter & Gamble Co. (Tide)		Benton & Bowles
	General Foods Corp. (Swans Down)		Young & Rubicam
Our Miss Brooks	Anacin	CBS	John F. Murray Adv. Agcy.
P			
Packard News	Studebaker-Packard Co.	ABC	Benton & Bowles
Pardo, Don, News	Brown & Williamson Tobacco Co. (Viceroy's)	NBC	Ted Bates & Co.
Paul, Les, & Mary Ford	Burton Dixie Corp. (Bedding Mfrs.)	MBS	Robert Wesley & Assoc.
Peale, Dr. Norman Vincent	Doeskin Products, Inc.	NBC	Grey Adv. Agency
People Are Funny	Toni Co. (Prom, White Rain)	NBC	Leo Burnett
	Mars, Inc. (Candy Bars)		Leo Burnett
People in the News	Anahist Co., Inc.	ABC	Ted Bates & Co.
Perry Mason	Procter & Gamble (Soaps)	CBS	Benton & Bowles
Personality of the Day	General Motors Corp. Buick Motor Car Div.	ABC	Kudner Agency
Peterson, Elmer	W. P. Fuller & Co (Paints)	NBC	McCann-Erickson
Phonorama Time	Philco Corp. (Radios, Home Freezers, Air Conditioners, Refrig- erators)	MBS	Hutchins Adv. Co.
Phrase That Pays	Colgate-Palmolive Co. (Ajax, Toothpaste, Vel)	NBC	Bryan Houston, Inc.
Preakness Stakes	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Putnam, George, Closeups	Whitney Frozen Food Co.	ABC	Weiner, Ohleyer, Reynolds & Baker

Q

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen for a Day	P. Lorillard Co. (Cigarettes)	MBS.	Lennen & Newell

R

Radio Bible Class	Radio Bible Class (Coca-Cola)	ABC, MBS	John M. Camp & Co.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All Brands)	CBS	Young & Rubicam
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm on the Road	American Oil Co. (American Gas, Fuel and Oil)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp.	NBC	Hixson-Jorgeson, Inc.
Right to Happiness	Procter & Gamble Co. (Lectin, Oxydol, Borax, Joy, Libby's, Libby's Cream)	NBC	Dancer-Fitzgerald-Sample
Roadshow	RCA (Radio, Television, Photography)	NBC	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Lectin, Soap, Spic, Libby's, Span)	CBS	Compton Adv.; Young & Rubicam
Robert, Oral	Healing Waters, Inc. (Bottled Water)	ABC	White Adv. Agcy.; C. L. Miller Co.
Rogers, Roy, Show	Dodge Brothers Corp.	NBC	Grant Adv.
Romance of Helen Trent	American Home Products (Aero Wax, Escal, Beer, Wizard Wax)	CBS	John F. Murray Adv. Agency
	General Motors Corp. (Buick, Cadillac)		Kudner Agency
	General Foods Corp. (Swan, Dove, Lifebuoy)		Young & Rubicam
	Nail-Gro, Inc.		Thwing & Altman, Inc.
	Toni Co. (Permanent Hair)		
Rosemary	Procter & Gamble Co. (Creamay, Cream Soap, Libby's, Libby's Wax)	CBS	Benton & Bowles

S

Samsonite Travel Bureau	Schwayder Bros., Inc. (Samsonite Luggage)	NBC	Grey Adv. Agency
Scoreboard	Theo. Hamm Brewing Co. (Hamms Beer)	CBS	Campbell Mithun
Second Chance	Curtis Publishing Co. (Ladies Home Journal)	NBC	B B D & O
	RCA (Radio, Television, Ser)		Kenyon & Eckhardt



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Second Mrs. Burton	Armour & Co. (Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald, Inc.
	General Foods Corp. (Swans Down Flour)		
	Hazel Bishop, Inc. (Lipstick)		
	Pharmaco, Inc. (Feen-a-Mint)		
Sergeant Preston of the Yukon	Quaker Oats Co. (Quaker Puffed Grains)	MBS	Wherry, Baker & Tilden, Inc.
Shipstad & Johnson Ice Follies of 1956	Shipstad & Johnson	ABC	Walter McCreery Adv.
Shore, Dinah, Show	Chevrolet Motor Div. of General Motors Corp.	NBC	Campbell-Ewald Co.
Silver Eagle	General Mills, Inc. (Cake Mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Sinatra, Frank, Show	Toni Co. (Bobbi Home Permanent)	NBC	Tatham Laird, Inc.
\$64,000 Question	Revlon (Cosmetics)	CBS	Norman, Craig & Kummel
Space Patrol	The Nestle Co. (Candy Bars, Cookie Mix, Cocoa, Instant Chocolate)	ABC	McCann-Erickson
Sports Time With Harry Wismer	General Tire & Rubber Co. (Tires and Tubes)	MBS	D'Arcy Adv. Co.
Spotlight on Sports	National Carbon Co. (Eveready Flashlight Batteries)	ABC	Wm. Esty Co.
Standard Hour	Standard Oil Co. of California (Institutional)	NBC	B B D & O
Stella Dallas	Sterling Drug, Inc. (Drug Products)	NBC	Dancer-Fitzgerald-Sample
	Toni (Shampoo)		Weiss & Gelfer
Stern, Bill (Sports Today)	All-State Insurance (Automobile Insurance)	ABC	Christiansen Adv.
	Anheuser-Busch, Inc. (Budweiser & Michelob Beer)		D'Arcy Adv.
Stop the Music	Exquisite Form Brassiere, Inc.	CBS	Grey Advertising
	Quality Goods Manufacturers (Anson Men's Jewelry & Jacoby-Bender Watch Bands)		Grey Adv. Agcy.
Story Master Story Time	General Products Corp.	ABC, CBS	Dean Simmons Adv. Agcy. Benton & Bowles
	Florida Citrus Commission		
	The Grove Laboratories, Inc. (Bromo Quinine)		
Strike It Rich	The Norwich Pharmacal Co. (Pepto-Bismol)	NBC	Benton & Bowles
	Colgate-Palmolive Co. (Dental Cream, Halo, Fab)		Wm. Esty
Sugar Bowl Football Game	American Chicle (Dentyne)	ABC	Dancer-Fitzgerald-Sample



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	C. A. Swanson & Sons (Poultry, Meat Products)		Tatham Laird Co.
	Top Pop Products (EZ Pop Popcorn)		W. B. Doner
Sunoco Three Star Extra	Sun Oil Co. (Sunoco Gas, Fuel Oil)	NBC	Ruthrauff & Ryan
Sunshine Boys	General Food Corp.	ABC	Young & Rubicam
Surprise Theatre	Sleep-EZE Co., Inc. (Sedatives)	CBS	B. A. Stebbins Adv.
Swaps-Nashua Match Race	Lewis-Howe Co. (Tums)	CBS	Ruthrauff & Ryan
Symphonette	Longines-Wittnauer Watches	CBS	Victor Bennett Co.
T			
Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Buick Div. of General Motors Corp.		Kudner Agency
	Campana Sales Co.		Wallace Ferry Henley Co.
	Carter Products, Inc. (Little Liver Pills)		Ted Bates
	CBS Columbia (Radio, TV Sets)		Ted Bates
	Harrison Products, Inc. (Nu-Doz)		Sidney Garfield & Assoc.
	Philip Morris & Co. (Cigarettes)		Biow, Beirn & Toigo
Texaco Sports Final with Tom Harmon	The Texas Co. (Petroleum Products)	CBS	Kudner Agency
Texaco Weekend News	The Texas Co. (Petroleum Products)	ABC	Kudner Agency
This Farming Business	Skelly Oil Co. (Petroleum Products)	NBC	Bruce B. Brewer
This Is Nora Drake	Bristol-Myers Co. (Ipana, Mum, Rollette, Anemors, Mimi-Rub, Butterm, Sal Hypatrol)	CBS	Doherty, Clifford, Steers, Shenfield
	Toni Co. (Home Permanents, Creme Shampoo)		Weiss & Geller, Inc.
This Woman's Secret	White King Soap Co.	NBC	Raymond Morgan
Thomas, Lowell	United Motors Div. of General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
Thomas, Shirley, in Hollywood	Lewis Food Co. (Dog Food)	NBC	Rockett-Lauritzen
Time for Betty Crocker	General Mills, Inc. (Cake Mixes, Cereal, Flour)	ABC	Dancer-Fitzgerald-Sample
Tomorrow's World	Aquafilter Corp. (Cigarette Holders)	MBS	L. H. Hartman
Top of the Morning	Bank of America National Trust & Savings Assn.	CBS	Charles R. Stuart

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Trout, Robert, News	Chevrolet Div. of General Motors Plymouth Div. of Chrysler Corp.	CBS	Campbell-Ewald N. W. Ayer & Son
True Detective Mysteries	Curtiss Candy Co.	MBS	C. L. Miller Co.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings)	CBS	Lennen & Newell

V

Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Assn.; Reggie Schuebel
Van, Lyle, News	Esso Standard Oil Co.	MBS	Marschalk & Pratt Co.
Voice of Firestone	Firestone Tire & Rubber Co.	ABC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc.	MBS, ABC	Western Adv., Inc.

W

Wakely, Jimmy, Show	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam
Wall St. Final	Harris, Upham & Co. (Institutional)	ABC	Lewin, Williams and Saylor, Inc.
Walton, Sidney, Show	Kiplinger Washington Agency	CBS	Albert Frank-Guenther Law
Warren, Wendy, and the News	Hazel Bishop, Inc. (Lipstick) Corn Products Sales Co. (Niagara Cold Water Starch) General Foods Corp. (Postum) Gulf Oil Corp. (Gasoline) Lettuce, Inc. Pharmaco, Inc. (Fenemint) Procter & Gamble Co. (Cleem)	CBS CBS	Raymond Specter & Co. C. L. Miller Co. Benton & Bowles Young & Rubicam John Cohan Adv. Doherty, Clifford, Steers & Shenfield Compton Adv., Inc.
Weekend	Curtis Publishing Co. (Better Farming) RCA (Radios, TV Sets, etc.)	NBC	Young & Rubicam Kenyon & Eckhardt
When a Girl Marries	Carnation Co. (Evaporated Milk) National Biscuit Co. (Food Products) Park & Tilford (Tintex) Stanback Co., Ltd. (Powders) Stokley-VanCamp, Inc. (Food Products)	ABC	Erwin Wasey & Co. Ted Bates & Co. Storm & Klein Piedmont Adv. Calkins & Holden



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Whispering Streets	Carnation Co.	ABC	Erwin Wasey & Co.
	General Mills, Inc.		BBD & O
	Seeman Brothers, Inc.		Wm. H. Weintraub
Whistler, The	Lever Bros. Co.	CBS	Ogilvy, Benson, Mather, Inc.
Wildroot News	Signal Oil Co.	ABC	Barton A. Stebbins Adv. Agency
	Wildroot Co., Inc.		BBD & O
Wills, Johnnie Lee	General Mills, Inc.	NBC	Zimmer-Keller & Calvert
Winchell, Walter	American Safety Razor Corp.	ABC, MBS	McCann-Erickson
	Bayuk Cigars		D'Arcy Adv. Co.
	Trans-World Airlines		BBD & O
Wings of Healing	Dr. Thomas Wyatt	ABC	Century Adv. Agency
Woman in My House	Procter & Gamble	NBC	Compton Advt.
Women's News Desk, With Ruth Ashton	American Maize Products	CBS	N. W. Ayer & Son; Kenyon & Eckhardt
Woolworth Hour	F W Woolworth Co	CBS	Lynn Baker, Inc.
World of Sports	Jackson Brewing Co	MBS	Fitzgerald Adv.
World Tomorrow, The	Radio Church of God	ABC	Huntington, Parmalec Adv.

Y

Years of Crisis	American Oil Co.	CBS	Joseph Katz Co.
Your Success	General Motors Corp. Buick Motor Car Div.	ABC	Kudner Agency
You Bet Your Life	DeSoto Motor Corp.	NBC	BBD & O
Young Dr. Malone	General Foods Corp.	CBS	Young & Rubicam
	Gillette		Weiss & Geller
	Procter & Gamble		Biow, Beirn & Toigo
	Sleep-eze Co., Inc.		M. B. Scott, Inc.
Young Widder Brown	Sterling Drug, Inc.	NBC	Dancer-Fitzgerald-Sample
	Toni Co.		Leo Burnett
Your Hit Parade	American Tobacco Co.	CBS	BBD & O
Your Land and Mine	General Motors Corp. Buick Motor Car Div. Services	ABC	Kudner Agency

Programs TV-1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL TV PROGRAMS OF 1955

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1955. The programs listed are for the 12-month period ending Dec. 31, 1955. 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 and NBC.

A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (soup, Bull's-Eye brand)	CBS-TV	Leo Burnett Co.
Academy Award Nominations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Academy Award Presentations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Adventures of Ozzie & Harriet	Hotpoint Co. (home appliances) Lambert Co. (tooth paste) Quaker Oats Co. (quaker omelet) Telechron Co. (clocks & timers)	ABC-TV	Maxon Inc. Lambert & Feasley J. Walter Thompson N. W. Ayer & Son, Inc.
Alfred Hitchcock Presents	Bristol Myers Co. (oral hypodermic)	CBS-TV	Young & Rubicam
All-Star Football Game, 1955	Atlantic Refining Co. Miller Brewing Co. Union Oil Co. of Calif. Standard Oil of Indiana	ABC-TV	N. W. Ayer & Son Mathisson & Assoc. Young & Rubicam D'Arcy Adv., Inc.
Amateur Hour	Pharmaceuticals, Inc. (Medolima)	ABC-TV	Edward Kletter Assoc., Inc.
America's Greatest Bands	Nestle Co. (ice cream) Procter & Gamble Co. (Clean-Finish)	CBS-TV	Bryan Houston Inc. Compton Advt. Co.
Appointment With Adventure	P. Lorillard Co. (cigarettes)	CBS-TV	Young & Rubicam
Armstrong Circle Theatre	Armstrong Cork Co. (building materials)	NBC-TV	Batten, Barton, Durstine & Osborn
Art Linkletter's Houseparty	Hawaiian Pineapple Co. Kellogg Co. (breakfast, dry food) Lever Bros. Co. Pillsbury Mills, Inc. (flour mixes)	CBS-TV	N. W. Ayer & Son Leo Burnett Co. Batten, Barton, Durstine & Osborn Leo Burnett Co.
Arthur Murray Party	Toni (shampoo)	NBC-TV	Tatham-Laird Inc.
Autry, Gene	Wm. Wrigley Jr. Co. (gum)	CBS-TV	Ruthrauff & Ryan Inc.

B

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Barker Bill's Cartoons	General Mills, Inc. (Sugar Jets)	CBS-TV	Wm. Esty Co., Inc.
Baseball Game of the Week	Falstaff Brewing Corp. (beer)	CBS-TV	Dancer, Fitzgerald & Sample Inc.
Beat the Clock	Sylvania Electric Products	CBS-TV	J. Walter Thompson
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)		Batten, Barton, Durstine & Osborn
Best of Broadway	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (toilet soaps, detergents)	CBS-TV	Wm. Esty Co., Inc.
Big Story, The	American Tobacco Co. Simoniz Co. (wax)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles Sullivan, Stauffer, Colwell & Bayles
Big Surprise, The	Purex Corp. (bleaches) Speidel Corp. (watch bands)	NBC-TV	Weiss & Geller Sullivan, Stauffer, Colwell & Bayles
Big Ten Basketball Games	Amana Refrigerator Inc. Maytag Co. (home appliances)	CBS-TV	Maury, Lee and Marshall McCann-Erickson
Big Top	National Dairy Products Co. (ice cream, dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
Big Town	AC Spark Plug Div. of General Motors Lever Brothers (Lifebuoy, Rinso)	NBC-TV	D. P. Brother J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (beer)	CBS-TV	Warwick & Legler
Bolger, Ray, Show	Lehn & Fink Products Corp. (cosmetics)	ABC-TV	Lennen & Newell
Breakfast Club	Edison Chemical Co. (Dermassage) Quaker Oats	ABC-TV	David Etelson & Assoc. J. Walter Thompson
Break the Bank	Chrysler Corp. (Dodge)	ABC-TV	Grant Advt. Inc.
Brighter Day	Procter & Gamble (Ivory Flakes)	CBS-TV	Young & Rubicam
Buick-Berle Show	General Motors Corp. (Buicks)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (evaporated milk) B. F. Goodrich Co. (tires, tubes)	CBS-TV	Erwin, Wasey & Co. Batten, Barton, Durstine & Osborn
Buttons, Red, Show	General Motors Corp. (Pontiacs) General Foods Corp. (Maxwell House Coffee)	NBC-TV	MacManus, John & Adams Benton & Bowles

C

Caesar's Hour	American Chicle Co. (gum) Radio Corp. of America Speidel Corp. (watch bands)	NBC-TV	Dancer, Fitzgerald & Sample Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles
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COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Camel News Caravan	R. J. Reynolds Tobacco Co. (Cameos, Cavaliers)	NBC-TV	Wm. Esty
Cameo Theatre	International Cellucotin Products Co. (Kleenex)	NBC-TV	Foote, Cone & Belding
Captain Gallant of the Foreign Legion	H. J. Heinz (Food products)	NBC-TV	Maxon Inc.
Capt. Hartz & His Pets	Hartz Mountain Products (Bird seed)	NBC-TV	George H. Hartman
Captain Kangaroo	Participations	CBS-TV	
Captain Midnight	General Mills, Inc. (breakfast cereals)	CBS-TV	Tatham-Laird Inc.
	Wander Co. (Outline)		Tatham-Laird Inc.
Carson, Jack, Show	General Motors Corp. (Pontiacs)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours (Institutional)	ABC-TV	Betten, Barton, Durstine & Osborne
Cavalcade of Sports	Gillette Safety Razor Co. (Razors, shaving cream)	NBC-TV	Maxon Inc.
	Olin Mathieson Chemical Co. (Cosmetics)	ABC-TV	Cunningham & Walsh
Chance of a Lifetime	Emerson Drug Co. (Brono-Seltzer)		Lennen & Newell
Chevy Show, The	General Motors Corp. (Chevrolets)	NBC-TV	Campbell-Ewald
Climax	Chrisler Corp.	CBS-TV	McCann-Erickson
Coca, Imogene, Show	Griffin Mfg. Co., Inc. (Shoe polish)	NBC-TV	Birmingham, Castelman & Pierce
	Johnson & Johnson (Surgical dressing, baby foods)		Young & Rubicam
	Lewis Howe Co. (Tums)		Young & Rubicam
	S.O.S. Co. (Scouring pads)		McCann-Erickson
Coke Time	The Coca Cola Co.	NBC-TV	D'Arcy Advt. Co.
Colgate Comedy Hour	Colgate-Palmolive Co. (Dental, shaving creams)	NBC-TV	Ted Bates Co.
Commando Cody	General Foods Corp. (Post cereals)	NBC-TV	Benton & Bowles
Como, Perry, Show	Liggett & Myers Tobacco Co. (Chesterfields)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories Inc. (Medicinals)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Tide)		Compton Advt. Co.
Contest Carnival	Quaker Oats Co. (breakfast foods)	CBS-TV	Wherry, Baker, Tilden
Crossroads	General Motors Corp. (Chevrolets)	ABC-TV	Campbell-Ewald Co.
Crosby, Bob	American Dairy Association (milk, milk products)	CBS-TV	Campbell-Mithun
	General Mills, Inc. (baking mixes, cereals)		Knox Reeves Advt.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (scouring pads)		McCann-Erickson
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
Crusader	R. J. Reynolds Tobacco Co.	CBS-TV	W. Esty Co.
Cummings, Bob, Show	R. J. Reynolds Tobacco Co. (Winstons)	NBC-TV, CBS-TV	W. Esty & Co.
D			
Daly, John, & the News	Miles Laboratories, Inc. (medicinals)	ABC-TV	Geoffrey Wade Advt.
	Tidewater Associated Oil Co. (motor oil, gasoline)		Buchanan & Co.
Damon Runyon Theatre	Anheuser Busch, Inc. (beer)	CBS-TV	D'Arcy Advt.
Danger	Block Drug Co., Inc. (tooth paste, powders)	CBS-TV	Harry B. Cohen Adv. Co.
	Nash-Kelvinator Corp. (appliances)		Geyer Advt. Agy.
	Revlon Products Corp. (cosmetics)		Weintraub & Co.
Date With Life	Borden Co. (milk products)	NBC-TV	Young & Rubicam
Dear Phoebe	Campbell Soup Co.	NBC-TV	Betten, Barton, Durstine & Osborn
December Bride	General Foods Corp. (instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	Colgate-Palmolive Co. (dental cream)	NBC-TV	Ted Bates & Co.
	General Mills Inc. (cereals and mixes)		Tatham-Laird Inc.
	Gerber Products Co. (baby foods)		D'Arcy Advt. Agy.
	International Shoe Co.		D'Arcy Advt. Co.
	Manhattan Soap Co.		Scheideler, Beck, Werner
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Disneyland	American Dairy Assoc. (milk, milk products)	ABC-TV	Campbell-Mithun
	American Motors Corp. (autos, appliances)		Geyer Advt.
	Derby Foods (food products)		McCann-Erickson
Disneyland Park	American Motors Corp. (autos, appliances)	ABC-TV	Geyer Advt. Agy.
	Gibson Art Co. (greeting cards)		Stockton, West, Barkhart, Inc.
	Swift & Co. (meat, meat products)		McCann-Erickson
Do It Yourself	Reynolds Metals Co. (aluminum building products)	NBC-TV	Buchanan & Co.
Down You Go	American Home Products (Anacin)	ABC-TV, CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Shasta Shampoo)		Biow, Beirn & Toigo
	Western Union Telegraph Co.		Albert Frank-Guenther Law

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Spock	Beechnut Packing Co. (Baby Food)	NBC-TV	Kenyon & Eckhardt
Dragnet	Liggett & Myers Tobacco Co. (Cigarettes)	NBC-TV	Cunningham & Walsh
E			
Edwards, Douglas, with the News	American Home Products Corp. (Home Appliances)	CBS-TV	The Biow Co.
	American Tobacco Co. (Cigarettes)		Sullivan, Stauffer, Colwell & Bayles
	Avco Mfg. Co. (Home Appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Cigarettes)		Edward Kletter Associates, Inc.
Elgin TV Hour	Elgin National Watch Co.	ABC-TV	Young & Rubicam
Ethel & Albert	General Foods Corp. Ralston Purina Co. (Cereals, Food Products)	CBS-TV	Benton & Bowles Guild, Bascom & Bonfigli

F

Faith For Today	Faith for Today, Inc. (Religious)	ABC-TV	World Bcstrs. Assoc.
Father Knows Best	Scott Paper Co. P. Lorillard Co. (Cigarettes)	NBC-TV CBS-TV	J. Walter Thompson Young & Rubicam
Famous Film Festival	American Chicle Co. (Candy)	ABC-TV	Dancer-Fitzgerald & Sample
	Beltone Co. (Hearing Aids)	ABC-TV	Olian & Bronner
	Block Drug Co. (Amalgam)		Harry B. Cohen Adv. Co.
	Carter Products Inc. (Little Liver Pills)		Ted Bates & Co.
	Chrysler Corp.		McCann-Erickson
	Florists' Telegraph Delivery Assn.		Grant Adv. Inc.
	Hearing Aid Div. of Zenith Radio		Batten, Barton, Durstine & Osborn
	Hoover Vacuum Cleaner Co. Johnson & Johnson (Band-Aids)		Leo Burnett & Co. Inc. Young & Rubicam
	Lewis-Howe Co. (Toys)		Dancer-Fitzgerald & Sample
	Phillip Morris & Co. (Cigarettes)		Bow, Beirn & Toigo, Inc.
	National Presto Industries (Kitchen Appliances)		Courfain-Cobb & Assoc.
	O'Cedar Corp. (Mops and Brushes)		Turner Adv. Agcy.
	Procter & Gamble (Shasta Shampoo)		Biow, Beirn & Toigo, Inc.
	Toastmaster Products (Automatic Toaster)		Erwin, Wasey & Co., Ltd.
	Toni Co. (Hair Grooming Aids)		Weiss & Geller
	Vick Chemical Co. (Softskin Cream)		Morse International Inc.



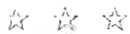
COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Feather Your Nest	Colgate-Palmolive Co. (dental cream)		Wm. Esty Co.
Fireside Theatre	R. J. Reynolds Tobacco Co. Procter & Gamble (Ivory, Crisco, Duz)	NBC-TV	Wm. Esty Co. Compton Advt. Inc.
First Love	Andrew Jergens Co. (cosmetics)	NBC-TV	Robert W. Orr
Ford Star Jubilee	Ford Motor Co.	CS-TV	J. Walter Thompson
Ford Theatre	Ford Motor Co.	NBC-TV	J. Walter Thompson
Four Star Playhouse	Bristol Myers Co. (Bufferin, Ipana)	CBS-TV	Young & Rubicam
Froman, Jane, Show	Singer Sewing Machine Co. General Electric Co.	CBS-TV	Young & Rubicam Batten, Barton, Durstine & Osborn
Frontier Fury	Reynolds Metals Co. General Foods Corp. (Post Cereals)	NBC-TV NBC-TV	Clinton E. Frank Benton & Bowles

G

General Electric Program	General Electric (appliances)	CBS-TV	Young & Rubicam
General Electric Theatre	General Electric (institutional)	CBS-TV	Batten, Barton, Durstine & Osborn
Gillette Sport's Newsreel	Gillette Safety Razor Co.	NBC-TV	Maxon Inc.
Gleason, Jackie, Show	Nestle Co., Inc. (Nescafe)	CBS-TV	Bryan Houston Inc.
Gobel, George, Show	Schick, Inc. (electric shavers)		Kudner Agency Inc.
	W. A. Sheaffer Pen Co.		Russell M. Seeds
	Armour & Co. (Dial Soap, shampoo)		Foote, Cone & Belding
	Pet Milk (evaporated milk)		Gardner Advt. Co.
Godfrey, Arthur, & His Friends	General Motors Corp. (home appliances)	CBS-TV	Foote, Cone & Belding
	Pillsbury Mills, Inc. (flour, mixes)		Leo Burnett Co.
	CBS Columbia radio, TV receivers)		Ted Bates Co.
	The Toni Co. (home permanents)		Weiss & Geller Inc.
Godfrey, Arthur, Time	Bristol Myers Co. (Bufferin)		Young & Rubicam
	Corn Products Refining Co. (salad oil)		C. L. Miller Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	General Motors Corp. (home appliances)		Foote, Cone & Belding
	Kellogg Co. (cereals & dog foods)		Foote, Cone & Belding
	The Kendall Co. (elastic stockings)		Leo Burnett Co.
	Lever Bros. (dental cream)		McCann-Erickson
	Minnesota Mining & Mfg. Co. (Scotch Tape)		Batten, Barton, Durstine & Osborn
	The Toni Co. (Toni Home Permanents)		Weiss & Geller



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey's, Arthur, Talent Scouts	CBS Columbia <i>(Radio, TV, records)</i> Thomas J. Lipton Co. <i>(ice cream)</i>	CBS-TV	Ted Bates & Co. Young & Rubicam
Golden Windows	Procter & Gamble <i>(toilet paper)</i>	NBC-TV	Young & Rubicam
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. <i>(tires, floor mats, hoses)</i>	NBC-TV	Young & Rubicam
Grand Ole Opry	Ralston Purina Co. <i>(Purina Chow)</i>	ABC-TV	Gardner Adv. Co.
Greatest Moments in Sports	Mutual Benefit Health & Accident Assoc. of Omaha	NBC-TV	Bozell & Jacobs
Guilding Light	Procter & Gamble <i>(Toilet Soap)</i>	CBS-TV	Compton Advt. Inc.
Gunsmoke	Liggett & Myers Tobacco Co.	CBS-TV	Cunningham & Walsh

H

Hallmark Hall of Fame	Hallmark Cards, Inc. <i>(stationery, cards)</i>	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester Co. <i>(tractors)</i>	CBS-TV	Leo Burnett Co., Inc.
Happy Felton's Spotlight Gang	National Biscuit Co. <i>(biscuits, cereals, dog food)</i>	CBS-TV	McCann-Erickson
Hollywood Backstage	Sweets Co. of America <i>(candy)</i>	NBC-TV	Mosselle & Eisen
Home	Charles Antell Inc. <i>(ice cream)</i>	ABC-TV	Product Services Inc.
	Aluminum Co. of America (ALCOA) <i>(Aluminum, Magnesium, Aluminum Chloride)</i>	NBC-TV	Fuller, Smith & Ross, Inc.
	American Viscose Corp. <i>(formaldehyde)</i>		N. W. Ayer & Son, Inc.
	Beatrice Foods Co. <i>(candy, frozen food)</i>		Foote, Cone & Belding
	Berge Co., Inc. <i>(wiping papers)</i>		Hutchins Adv. Co.
	Bissell Manufacturing Co. <i>(carpet sweeper)</i>		N. W. Ayer & Son
	Black & Decker Co. <i>(portable electric tools)</i>		Van Sant Dugdale & Co.
	Bourjois, Inc. <i>(toilet sets, eye makeup, powder & perfume)</i>		Lawrence C. Aumbiner Agency
	California Packing Co. <i>(Deli-Meat, canned vegetables, fruits, juice & vegetable)</i>		McCann-Erickson, Inc.
	Caloric Appliance Corp. <i>(gas ranges)</i>		Geare-Marston, Inc.
	Cluett Peabody Co., Inc. <i>(Arrow Shirts)</i>		Young & Rubicam
	Culligan, Inc. <i>(water softener)</i>		Alex. G. Cranz, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Daystrom Furniture		N. W. Ayer & Son
	Dow Chemical Co. (Saran fabric, Styron products)		MacManus, John & Adams
	Firestone Industrial Products Co. (Foamex mattresses)		Grey Adv. Agency
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	Gibson Refrigerator Co. (refrigerators & ranges)		Henri, Hurst & McDonald
	Glass Containers Manufacturers Institute		Kenyon & Eckhardt
	Glidden Co. (paint)		Meldrum & Tewsmith, Inc. Adv.
	Gruen Watch Co.		Grey Adv. Agency
	H. J. Heinz Co. (baby food, ketchup, soups, stews)		Maxon, Inc.
	Johnson & Johnson (elastic hose, baby products & surgical dressings)		N. W. Ayer & Son, Inc.
	Lanolin Plus, Inc. (liquid makeup, shampoo)		Duggan-Phelps Adv.
	Lemon Products Board (frozen lemonade)		McCann-Erickson, Inc.
	Onieda, Ltd. (silverplate)		BBD & O
	Parker Brothers, Inc. (games)		Badger, Browning & Parcher, Inc.
	Prince Gardner Co. (leather billfolds, wallets, key cases)		Grey Adv. Agency
	Sawyer's, Inc. (Viewmaster & Reels)		Carvel, Nelson & Powell Adv.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Swift & Company (Swift's Turkeys)		McCann-Erickson, Inc.
	Upjohn Co. (Unicap vitamins)		Wm. Douglass McAdams, Inc.
	Vick Chemical Co. (Sofskin hand cream)		Morse International, Inc.
Hope, Bob, Show	General Foods Corp. (Swansdown)	NBC-TV	Young & Rubicam
Horizons	Ciba Pharmaceutical Products Inc. (institutional)	ABC-TV	Kieswetter, Baker, Hegedorn & Smith
Howdy Doody	Campbell Soup Co. (food products)	NBC-TV	Leo Burnett
	Colgate Palmolive Co. (dental cream)		Ted Bates & Co.
	Continental Baking Co., Inc. (bread, cake)		Ted Bates & Co.
	International Show Co.		Henri, Hurst & McDonald
	Kellogg Co. (cereals)		Leo Burnett
	Luden's, Inc. (candy, cough drops)		J. M. Mathes Inc.
	Standard Brands Inc. (pudding, margarine)		Ted Bates & Co.
	Welch Grape Juice Co.		Kenyon & Eckhardt

I

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
I Love Lucy	Phillip Morris & Co. (cigarettes)	CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Cheer)		Biow, Beirn & Toigo
I Married Joan	General Electric Co. (appliances)	NBC-TV	Young & Rubicam
Inner Flame	General Foods Corp. (food products)	CBS-TV	Young & Rubicam
It Pays to Be Married	Procter & Gamble	NBC-TV	Benton & Bowles
It's a Great Life	Chrysler Corp. (autos)	NBC-TV	McCann-Erickson
It's Always Jan	Procter & Gamble	CBS-TV	Compton Advt. Agy.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavaliers)	CBS-TV	Wm. Esty Co., Inc.

J

Jan Murray Time	The Toni Co. (grooming aids)	NBC-TV	Weiss & Geller
Johnny Carson Show	General Foods Corp. (Instant Sanka)	CBS-TV	Young & Rubicam
	Revlon Products Corp. (cosmetics)	CBS-TV	Norman, Craig & Kummel
Justice	Borden Co. (milk; milk products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals (Ceritol)	CBS-TV	Edward Kletter Assoc., Inc.

K

Kraft Television Theatre	Kraft Foods Co. (cheese, milk products)	ABC-TV, NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Gordon Baking Co. (bread)	ABC-TV	D'Arcy Advt. Co.

L

Lassie	Campbell Soup Co.	CBS-TV	Batten, Barton, Durstine & Osborn
Lee, Pinky, Show	Participations	NBC-TV	
Lewis, Robert Q., Show	Best Foods Inc. (mayonnaise)	CBS-TV	Dancer-Fitzgerald-Sample
	Helene Curtis Industries Inc. (hair dressings)		Earle Ludgin & Co.
	Corn Products Refining (salad oil)		C. L. Miller
	Doeskin Products (tissues)		Grey Advt. Agy.
	General Mills Inc. (food products)		Batten, Barton, Durstine & Osborn
	S. C. Johnson Co. (cleaners, polishes)		Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (vitamins, medicinals)		Geoffrey Wade Adv.
	C. A. Swanson & Son (poultry, meat)		Tatham-Laird
Liebman, Max, Presents	Hazel Bishop Inc. (cosmetics)	NBC-TV	Raymond Spector
	Oldsmobile Div. of General Motors		D. P. Brother & Co.
	Sunbeam Corp. (electrical appliances)		Perrin-Paus Co.
Life Begins at 80	Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin & other products)	ABC-TV	Edward Kletter Assoc.
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)	ABC-TV	Russell M. Seeds Co.
Life With Father	CBS Columbia (TV, radio sets)	CBS-TV	Ted Bates Co.
	General Mills (Cheerios, Gold Medal Flour)		Dancer-Fitzgerald-Sample
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
Lone Ranger	American Dairy Assoc.	ABC-TV, CBS-TV	Campbell-Mithun
	General Mills, Inc. (Cheerios & Wheaties)		Dancer-Fitzgerald-Sample
Longines Chronoscope	Longines-Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lucy Show, The	Lehn & Fink Products (cosmetics)	CBS-TV	McCann-Erickson
Lux Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid Spray, Rinso, Margarine, Pepsodent)	NBC-TV	J. Walter Thompson

M

Macy's Thanksgiving Day Parade	Ideal Toy Co.	NBC-TV	Grey Adv., Inc.
Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Dodge Div. of Chrysler Corp. (Dodge Cars)		Grant Adv. Inc.
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles
March of Medicine	Smith, Kline & French Laboratories (pharmaceuticals)	NBC-TV	Doremus-Eshleman Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Martin, Tony, Show	Toni Co.	NBC-TV	Tatham-Laird
Masquerade Party	Knorak Mfg. Co. Inc.	ABC-TV	Emil Mogul Co.
	Pharmaceuticals, Inc.		Edward Kletter Assoc.
	Remington Rand, Inc.		Young & Rubicam
Matinee	B. T. Babbitt	NBC-TV	Dancer-Fitzgerald-Sample
	Motorola		Leo Burnett Co.
	Procter & Gamble Co.		Benton & Bowles
Maurice Evans Series	Hallmark Cards, Inc.	NBC-TV	Foote, Cone & Belding
Medic	Dow Chemical Co.	NBC-TV	MacManus, John & Adams
Medical Horizons	Ciba Pharmaceutical Prods.	ABC-TV	J. Walter Thompson
Meet Millie	Carter Products, Inc.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles Inc.
	Pharmaceuticals, Inc.		Edward Kletter & Assoc.
Meet the Press	Pan American World Airways	NBC-TV	J. Walter Thompson
	Johns-Manville Corp.		J. Walter Thompson
Mickey Mouse Club	Armour & Co.	ABC-TV	Tatham-Laird, Inc.
	Bristol-Myers Co., The		Doherty, Clifford, Steers & Shenfield
	Campbell Soup Co.		Leo Burnett Co.
	Carnation Milk Co.		Erwin Wasey & Co.
	Coca Cola Co.		D'Arcy Adv. Co.
	General Mills, Inc.		Knox Reeves Adv., Wm. Esty Co.
	S. C. Johnson & Son, Inc.		Needham, Louis & Brorby, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Lettuce, Inc. of Calif. & Arizona (fresh fruits & vegetables)		John Cohan Adv.
	Mars, Inc. (all candies)		Leo Burnett Co.
	Mattel, Inc. (toys)		Carson, Roberts, Inc.
	Morton Salt Co. S.O.S. Co., The (scouring pads, Tuffy & Soil-Off)		Needham, Louis & Brorby McCann-Erickson
	TV Time Foods (popcorn)		Ruthrauff & Ryan
	Vick Chemical Co. (Vaporub, cough syrup, cough drops, Softskin, Medi-mist nasal spray)		BBD & O
	Welch Grapejuice Co., Inc. (jams, jellies, preserves, & grape juice)		Kenyon & Eckhardt
MGM Parade	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	General Foods (Maxwell House Coffee, Minute Rice & others)		Benton & Bowles
Milland, Ray, Show (Meet Mr. McNulty)	General Electric Co. (TV, radio sets, small appliances)	CBS-TV	Maxon, Inc.
Millionaire, The	Colgate-Palmolive Co. (Lustre-Creme Shampoo)	CBS-TV	Ted Bates Co.
Miss America Pageant	Philco Corp. (radios, TV sets electrical appliances)	ABC-TV	Hutchins Adv. Co.
Mr. Citizen	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh
Mr. Peeper	Reynolds Metals Co. (aluminum building products, Reynolds Wrap)	NBC-TV	Clinton E. Frank
Modern Romances	Colgate-Palmolive Co. (Colgate Dental Cream)	NBC-TV	Bryan Houston, Inc.
	Miles Laboratories, Inc.		Geoffrey Wade Adv.
Montgomery, Robert, Presents	The American Tobacco Co. (Lucky Strike, Herbert Tarryton Cigarettes)	NBC-TV	BBD & O
	S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate & Car-Nu, Jubilee Wax, paste wax)		Needham, Louis & Brorby
Moore, Gary, Show	Best Foods, Inc. (Rit, Shinola)	CBS-TV	Earle Ludgin & Co.
	Borden Co. (instant coffee, Starlac)		Doherty, Clifford, Steers & Shenfield
	Bristol Myers Co. (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	Chun King Sales, Inc. (Chinese oriental foods)		J. Walter Thompson



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Comstock Foods (Vegetable, fruit pie filling, apple sauce)		Leo Burnett Co.
	Converted Rice, Inc. (Missie Ben's Converted Rice)		Leo Burnett Co.
	Economics Laboratory, Inc. (Sorlas)		Scheidler, Beck & Werner, Inc.
	Kellogg Co. (Cereals, dog food)		Leo Burnett Co.
	C. H. Masland & Sons (Trigh)		Anderson & Cairns, Inc.
	Miles Laboratories, Inc. (Alka-Seltzer, vitamins)		Geoffrey Wade Adv.
	Prudential Insurance Co.		Calkins & Holden
	Scott Paper Co.		J. Walter Thompson
	Simoniz Co. (Simoniz & other products)		Tatham-Laird, Inc.
	A. E. Staley Co. (laundry starch, syrup)		Ruthrauff & Ryan
	Swift & Co. (Swiftning)		J. Walter Thompson
	The Toni Co. (home permanents, hair-care products, cosmetics)		Leo Burnett Co.
	Yardley & Co., Ltd. (soap, bath oil)		N. W. Ayer & Son, Inc.
Musical Chairs	Griffin Mfg. Co. (shoe polish)	NBC-TV	Birmingham, Castleman & Pierce, Inc.
My Favorite Husband	Procter & Gamble (Cheer)	CBS-TV	Young & Rubicam
	Simmons Co. (Beautyrest, Hide-A-Bed)		Young & Rubicam
My Little Margie	Scott Paper Co. (napkins, towels, wax paper)	NBC-TV	J. Walter Thompson

N

Name's the Same	Ralston-Purina Co. (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Knisp)	ABC-TV	Guild, Bascom & Bonfigil
Name That Tune	American Home Products Corp. (Anacin, Kolyvon, Bisodol, Heet)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	Carter Products, Inc. (Arid Rise, Hair Cream, Nail)		Sullivan, Stauffer, Colwell & Bayles
Navy Log	Maytag Co. (washing machines)	CBS-TV	McCann-Erickson Co.
	W. A. Sheaffer Pen Co.		Russel Seeds Co.
New Stu Erwin Show, The	Liggett & Myers Tobacco Co. (Cheerfield Cigarettes)	ABC-TV	Cunningham & Walsh, Inc.
Norby	Eastman Kodak Co.	NBC-TV	J. Walter Thompson

O

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Omnibus	Aluminum Co. of Canada (institutional)	CBS-TV	J. Walter Thompson
	Norcross, Inc. (greeting cards)		Albert Kimball Co.
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		J. Walter Thompson
	Zenith Radio Corp. (electronic equip.)		Young & Rubicam
On Your Account	Procter & Gamble Co. (Tide, Prell)	CBS-TV	Benton & Bowles, Inc.
Orange Bowl Game	Gillette Safety Razor Co.	CBS-TV	Maxon, Inc.
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant Pudding)	CBS-TV	Young & Rubicam
Ozark Jubilee	American Chicle Co. (Beeman's Pepsin)	ABC-TV	Ted Bates & Co.
	American Home Products Corp. (Kolyos, Anacin & Neet)		Biow-Beirn-Toigo
	Charles Antell, Inc. (hair preparations)		Product Services

P

Pall Mall Theater	The American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
Pantomime Quiz	General Foods Corp. (Maxwell House Coffee)	CBS-TV, ABC-TV	Benton & Bowles
	Revlon Products Corp. (lipstick, hair spray)		Sullivan, Stauffer, Colwell & Bayles
Penny to a Million	Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Sir Walter Raleigh Tobacco)	ABC-TV	Russel M. Seeds
	W. A. Shaeffer Co. (Fine Line Pens)		Russel M. Seeds
People Are Funny	The Frawley Corp. (Paper-Mate Pens)	NBC-TV	Foote, Cone & Belding
	The Toni Co. (Cosmetics)		Leo Burnett, Inc.
People's Choice, The	The Borden Co. (milk products)	NBC-TV	Young & Rubicam
epsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person-To-Person	American Oil Co. (Amoro Gas)	CBS-TV	The Joseph Katz Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Hamm Brewing Co. Noxzema Chemical Co. (Noxzema Skin Cream, shave cream)		Campbell-Mithun, Inc. Sullivan, Stauffer, Colwell & Bayes
Philco Convention	Philco Corp. (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Philco Television Playhouse	Philco Corp. (radios, TV sets, ranges, refrigerator)	NBC-TV	Hutchins Adv. Co.
Pinky Lee Show	International Shoe Co. Luden's, Inc. (cough drops)	NBC-TV	D'Arcy Adv. Co. J. M. Mathes, Inc.
	John Morrell & Co. Sweets Co. of America, The		Campbell-Mithun, Inc. Moselle & Eisen
Place the Face	Hazel Bishop (cosmetics)	NBC-TV	Raymond Spector Co.
Plymouth News Caravan	Plymouth Div., General Motors Corp.	NBC-TV	N. W. Ayer & Son
Pond's Theater	Pond's Extract Co. (Amel Skin, dry skin cream, cold cream, lipstick, makeup, moisturizing face)	ABC-TV	J. Walter Thompson
Pontiac Hour	General Motors Corp. (autos)	NBC-TV	MacManus, John & Adams
Portia Faces Life	General Foods Corp. (Swandown Cake Mixes; Instant Postum, Jaker's Coconut, Bran Flakes, La Frances, Satin)	CBS-TV	Young & Rubicam, Inc.
Pride of the Family	Campbell Soup	CBS-TV	BBD & O
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Producer's Showcase	Ford Motor Co. (cars, trucks, parts, trucks)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tube, tape recorders, settees, air conditioners, howers)		Kenyon & Eckhardt
Pro-Football	Falstaff Brewing Corp.	ABC-TV	Dancer-Fitzgerald- Sample
Public Defender	Philip Morris & Co., Ltd. (cigarettes)	CBS-TV	Biaw-Beirn-Toigo
	Revlon Products Corp. (cosmetics)		Wm. H. Weintraub

R

Raye, Martha, Show	Hazel Bishop, Inc. (lipstick, nail polish, toe rouge)	NBC-TV	Raymond Spector Co.
Red Barber's Corner	State Farm Mutual Ins.	CBS-TV	Needham, Louis & Brorby



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rin-Tin-Tin	National Biscuit Co. (all products)	ABC-TV	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Drene, Ivory Flakes)	CBS-TV	Compton Adv. Agcy.
Robin Hood	Johnson & Johnson (baby products) Wildroot Co., Inc. (hair tonic)	CBS-TV	Young & Rubicam BBD & O
Rogers, Roy, Show	General Foods Corp. (Instant Puddings, Gaines Dog Food)	NBC-TV	Benton & Bowles
Rooney, Mickey, Show	Green Giant Co. (food products) Pillsbury Mills, Inc. (flour)	NBC-TV	Leo Burnett Co. Leo Burnett Co.
Rose Bowl Football Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

S

Schlitz Playhouse of Stars	Schlitz Brewing Co.	CBS-TV	Lennen & Newell, Inc.
Screen Director's Playhouse	Eastman Kodak Co. (photographic)	NBC-TV	J. Walter Thompson
Search for Beauty	Charles Antell (cosmetics)	NBC-TV	Product Services
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	Biow-Beirn & Toigo
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Anacin, Heet)	CBS-TV	Biow-Beirn & Toigo
See It Now	Aluminum Co. of America (Alcoa Aluminum Prods.)	CBS-TV	Fuller & Smith & Ross, Inc.
Sergeant Preston of the Yukon	Quaker Oats Co. (breakfast food)	CBS-TV	Wherry, Baker & Tilden, Inc.
Shore, Dinah, Show	Chevrolet Motor Div., of General Motors Corp. (Parts and Services)	NBC-TV	Campbell-Ewald
\$64,000 Question	Revlon Products (cosmetics)	CBS-TV	Wm. H. Weintraub
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax, cleaners, polishers) Pet Milk Co. (evaporated milk)	CBS-TV	Needham, Louis & Brorby Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett Co.
Soupy Sales	The Gordon Baking Co. (Silvercup Bread)	ABC-TV	D'Arcy Adv. Co.
So This Is Hollywood	The Toni Co. (grooming aids)	NBC-TV	Tatham-Laird, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
So You Want to Lead a Band	Brillo Mfg. Co. (Brillo Pads)	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (chocolate, cookie products) Ralston-Purina Co. (Blue Chew, Wheat Krisp, Fry-Krisp)	ABC-TV	Cecil & Presbrey Gardner Adv. Agcy.
Spotlight Playhouse	S. C. Johnson & Son, Inc. (wax, cleaners) Pet Milk Co.	CBS-TV	Gardner Adv. Agency Gardner Adv. Agency
Stafford, Jo, Show	Gold Seal Co. (glass wipers)	CBS-TV	Campbell-Mithun, Inc.
Stage 7	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
Stage Show	Nestle Co. (chocolate)	CBS-TV	Bryan Houston, Inc.
Star Stage	Campbell Soup Co. Chesebrough-Ponds (cosmetics)	NBC-TV	BBD & O J. Walter Thompson
Star Time Playhouse	Maytag Co. (home appliances) W. A. Sheaffer Pen Co.	CBS-TV	Russel Seeds Co. Russel Seeds Co.
Star Tonight	Brillo Mfg. Co., Inc. (Brillo Pads & other products)	ABC-TV	J. Walter Thompson
Stop the Music	Exquisite Form, Inc. (wax) Necchi Sewing Machine (North & Elm Sewing Machines) Quality Goods Manufacturers (watches, jewelry, Van Heusen Shirts)	ABC-TV	Grey Adv. Agency Grey Adv. Agency Grey Adv. Agency
Stork Club	Gemex Co., Inc. (water hands)	ABC-TV	BBD & O
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Afta, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	Wm. Esty Co., Inc.
Studio One	Westinghouse Electric Corp. (home appliances: radio & TV sets, Turbojet Plane Motor)	CBS-TV	McCann-Erickson
Sugar Bowl	American Chicle Co. (Dorothy) C. A. Swanson & Sons (poultry, meat products) Top Pop Products Co. (EE Pop, Popcorn)	ABC-TV	Dancer-Fitzgerald-Sample, Inc. Tatham-Laird, Inc. W. B. Doner & Co.
Sugar Bowl, Pre-Game Huddle	R. J. Reynolds Tobacco Co. (Camel & Cavalier Cigarettes)	ABC-TV	Wm. Esty & Co.
Sullivan, Ed, Show	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, aspirin, Ungentine)	CBS-TV	Benton & Bowles, Inc.
Super Circus	Chunky Chocolate Co. (candy)	ABC-TV	Hilton & Riggio, Inc.
	Dixie Cup Co.		Hicks & Greist, Inc.
	Hartz Mountain Products (bird seed)		George H. Hartman
	Kellogg Co. (Corn Flakes, other cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (candy products)		Leo Burnett Co., Inc.
	Roto Broil Corp. of America		Products Services
Swift's Show Wagon	Swift & Co. (meat)	NBC-TV	J. Walter Thompson

T

Tales of the Texas Rangers	General Mills, Inc.	CBS-TV	Tatham-Laird
Ted Mack's Matinee	Charles Antell (cosmetics)	NBC-TV	Products Services
Tennessee Ernie Ford	Miles Laboratories, Inc.	NBC-TV	Geoffrey Wade Adv.
Texaco Star Theatre	The Texas Co. (gasoline)	NBC-TV	Kudner Agency
Thanksgiving Day Football	General Tire & Rubber Co.	ABC-TV	D'Arcy Adv. Co.
Thanksgiving Day Parade	Chrysler Corp.	ABC-TV	McCann-Erickson, Inc.
This Is Your Life	Hazel Bishop, Inc. (lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (dentifrices, shampoos, home permanents)		Compton Adv.
Those Whiting Girls	General Foods Corp. (Swansdown Products)	CBS-TV	Young & Rubicam
	Procter and Gamble Co. (Lilt Home Permanent)		Biow, Beirn & Toigo
Toast of the Town, With Ed Sullivan	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt
Today	Aluminum Co. of America (aluminum screening)	NBC-TV	Ketchum, McLeod & Grave
	Aluminum Goods Mfg. Co. (electric kitchen utensils)		Cramer-Krasselt
	American Home Products Corp. (Anacin)		Biow-Beirn-Toigo
	Beltone Hearing Aid Co. (hearing aid)		Olian & Bronner
	Bissell Mfg. Co. (carpet sweepers)		N. W. Ayer & Son Inc.
	Black and Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	E. L. Bruce (floor wax)		Christiansen Adv. Agy.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Cadillac Motor Car Div. General Motors Corp. (autos)		MacManus, John & Adams
	Calgon Inc. (water conditioner)		Ketchum, MacLeod & Grove
	Calif. Packing Co. (Del Monte canned fruit)		McCann-Erickson
	Campbell Soup Co. (Campbell Kids Promotion)		Grey Advt. Agy.
	Cluett Peabody Co., Inc. (shirts)		Young and Rubicam
	Crowell-Collier Pub. Co. (Colliers Magazine)		Kudner Agency, Inc.
	Evenrude Motors (Outboard Motors)		Cramer-Krasselt Co.
	General Electric Co. (Telechron Clocks)		N. W. Ayer & Son, Inc.
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	Glidden Co. (paint)		Meldrum & Tewsmith, Inc.
	Cold Filled Manufacturers Assn. (jewelry & accessories)		Sutherland-Abbott Adv.
	Grave Laboratories (Fitch Shampoo, hair oil & hair tonic, 4-way cold tablets)		Harry B. Cohen Adv. Co.
	Gruen Watch Co. International Salt Co. Johnson & Johnson (back plasters)		Grey Adv. Agency BBD & O N. W. Ayer & Son
	John Oster Manufacturing Co. (Osterizer Blender)		Henri-Hurst & McDonald
	Lemon Products Board (frozen lemonade)		McCann-Erickson, Inc.
	Mobile Homes Manufac- turing Assoc. (Trailers)		J. Walter Thompson Co.
	Parker Brothers, Inc. (games)		Badger, Browning & Parcher, Inc.
	Polk-Miller Products Corp. (Keepsake diamond rings)		N. W. Ayer & Son
	Shwayder Brothers, Inc. (Samsonite Luggage)		Grey Adv. Agency
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Swift & Company (Swift's Turkey)		McCann-Erickson, Inc.
	J. A. Wright & Co. (silver cream)		H. B. Humphrey, Alley & Richard, Inc.
Tom Corbett, Space Cadet	Friedman-Shelby Dic. of International Shoe (Red Cross Shoes)	NBC-TV	D'Arcy Adv. Co.
Tonight	Aluminum Co. of America (ALCOA) (Christmas gifts of aluminum)	NBC-TV	MacManus, John & Adams
	Armour & Co. (holiday turkeys)		John W. Shaw Ad., Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Black & Decker Co. (portable electric drill)		VanSant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder, perfume)		Lawrence C. Aumbiner Agency, Inc.
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson
	Camfield Manufacturing Co. (electric skillet, coffeemaker, toaster)		Hanson & Hanson, Inc.
	Evenrude Motors (outboard motors)		Cramer-Krasselt Co.
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	General Time Corp. (Westclox watches & clocks)		BBD & O
	Lee Limited (Sof-Set Hair Spray)		Foote, Cone & Belding
	Mail Pouch Tobacco Co. (Kentucky Club Tobacco)		Charles W. Hoyt Co.
	Mobile Homes Manufacturing Assoc. (trailers)		J. Walter Thompson
	Olin Mathieson Chemical Corp. (flashlights, dry cell batteries)		D'Arcy Adv. Co., Inc.
	Polaroid Corporation (Land Camera)		Doyle, Dane & Bernback
	A. H. Pond Co. (Keepsake diamond rings)		Gluck Adv. Co.
	Sandura Co., Inc. (Vinyl countertops, floor covering)		Hicks & Greist, Inc.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Union Underwear Co.		Grey Adv. Agency
	Waring Products Corporation (Waring Blenders)		Anderson & Cairns, Inc.
Topper	Procter & Gamble Co. (permanent wave)	CBS-TV, ABC-TV	Benton & Bowles
	R. J. Reynolds Tobacco Tobacco (Camel Cigarettes)		Wm. Esty Co., Inc.
	Standard Brands, Inc. (Tenderleaf Tea, Chase & Sanborn Coffee, Margerine, Royal desserts)		Compton Adv., Inc.
Treasury Men in Action	Chevrolet Motor Div., General Motors Corp.	ABC-TV	Campbell-Ewald Co.
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
TV Reader's Digest	Studebaker-Packard Corp.	ABC-TV	Ruthrauff & Ryan, Roche, Williams & Cleary, Inc.
TV's Top Tunes	Liggett & Myers Tobacco	CBS-TV	Cunningham & Walsh
Twenty Questions	Florida Citrus Commission	ABC-TV	J. Walter Thompson
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell, Inc.

U

Uncle Johnny Coons	Lever Brothers Co. (Good Luck Mergante)	CBS-TV	McCann-Erickson, Inc.
Undercurrent	Brown & Williamson Tobacco Corp. (Victorys) Procter & Gamble (Cheer)	CBS-TV	Ted Bates Co. Biow, Beirn & Toigo
United States Steel Hour. The	United States Steel (International)	CBS-TV, ABC-TV	BBD & O

V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, The Crust Mix, Sotta-Milk, Bisquick) The Toni Co. (Prom, White Rain)	CBS-TV CBS-TV	Dancer-Fitzgerald-Sample, Inc. Leo Burnett Co.
Vise, The	Sterling Drugs (aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (Tires, tubes, spark plugs, TV sets)	ABC-TV	Sweeney & James Co.

W

Wanted	American Home Products Corp.	CBS-TV	Biow, Beirn & Toigo
Warner Brothers Presents	General Electric Co. (radio, television sets, small appliances) Liggett & Myers Tobacco Co. (Chesterfield & LGM Cigarettes)	ABC-TV	Maxon, Inc. Cunningham & Walsh



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Monsanto Chemical Co. (soap and/or detergents, except facial soaps; starches, bleaches, chemical garden products, basic chemicals & plastics and institutional)		Needham, Louis & Brorby, Inc.
Way of the World	Borden Co. (milk)	NBC-TV	Young & Rubicam
Wednesday Night Fights, The	The Mennen Co. (shaving creams, after shave lotions, shampoos, spray deodorant, skin bracer, after shave talcum, bath talc)	ABC-TV	McCann-Erickson
	Pabst Brewing Co. & subsidiary & affiliated companies (beer, ale and non-alcoholic beverages)		Warwick & Legler, Inc.
Welcome Travelers	Procter & Gamble Co. (Oxydol, Drefl, Ivory Snow, Camay)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Welk, Lawrence, Show	Dodge Div., Chrysler Corp.	ABC-TV	Grant Adv., Inc.
What's My Line?	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin Co.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam, Inc.
Who Said That?	Admiral Corp. (air conditioners, home freezers, refrigerators, electric ranges)	ABC-TV	Russel M. Seeds Co.
	Shaeffer Pen		Russel M. Seeds Co.
Wide Wide World	General Motors Corp., A.C. Spark Plug Div. Guide Lamp Div. of General Motors United Motor Service Div. of General Motors Corp. (auto accessories)	NBC-TV	D. P. Brother & Co. D. P. Brother & Co. Campbell-Ewald
Wild Bill Hickok	Kellogg Co.	CBS-TV	Leo Burnett Co.
Willy	General Mills, Inc. (flour, mixes, cereals)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Winchell, Paul-Jerry Mahoney Show	Sweets Co. of America (candy)	NBC-TV	Moselle & Eisen
Winchell, Walter	American Safety Razor Corp. (blades, razors, shaving creams, brushes)	ABC-TV	D'Arcy Adv. Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bayuk Cigar Co. (Phillies & Webster Cigars)		D'Arcy Adv. Co.
Windows	American Oil Co. Hamm Brewing Co.	CBS-TV	Joseph Katz Campbell Mithun, Inc.
Winky Dink & You	Ideal Toy Corp.	CBS-TV	Grey Adv. Corp.
World of Mr. Sweeny, The	Atlantic Sales Corp. P. T. French Mustards	NBC-TV	J. Walter Thompson
Wyatt Erp	General Mills, Inc. (baking mixes, cereals, flour, frosting & dog food)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	Parker Pen Company		Tatham-Laird, Inc.

Y

You Are There	Electric Companies Advertising Program (electric power)	CBS-TV	N. W. Ayer & Son
	Prudential Insurance Co.		Calkins & Holden, Inc.
You Asked For It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Bet Your Life	DeSoto Div. of Chrysler Motor Corp. (cars, services, used cars)	NBC-TV	BBD & O
You'll Never Get Rich	Amana Refrigerator R. J. Reynolds Tobacco Co.	CBS-TV	Maury, Lee & Marshall Wm. Esty Co., Inc.
Young, Loretta, Show	Procter & Gamble Co. (Tide, Lilt, Gleem)	NBC-TV	Compton Adv., Inc.
Your Favorite Playhouse	Bristol Myers Co. (Sal Hepatina Ipana)	CBS-TV	Young & Rubicam, Inc.
Your Hit Parade	American Tobacco Co. (Lucky Strike Cigarettes)	NBC-TV	BBD & O
	Warner-Hudnut, Inc. (Quick Home Permanents)		Kenyon & Eckhardt
Youth Wants to Know	General Dynamics Corp. (institutional)	NBC-TV	Morey, Humm & Johnstone, Inc.

Z

Zoo Parade	American Chicle Co. (chewing gum)	NBC-TV	Dancer-Fitzgerald-Sample
	Quaker Oats Co. (Ken-L Ration meal, biscuit)		Needham, Louis & Brorby

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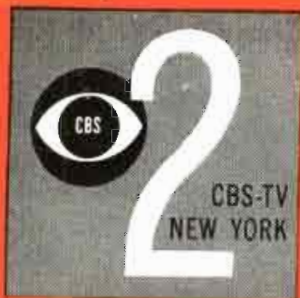
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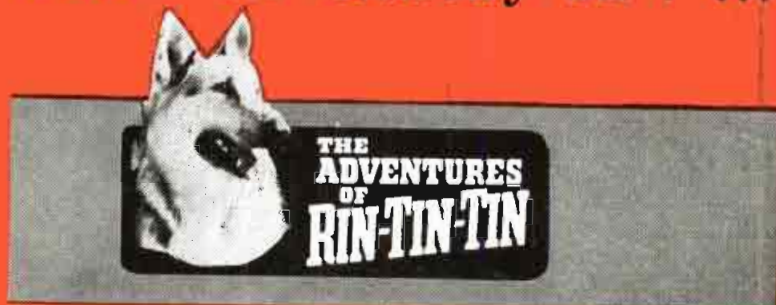


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A handwritten signature in cursive script, reading "David Sarnoff".

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